

NEW ROLE FOR CUSTOMER SERVICE DURING SEWER CONSTRUCTION PROJECTS

A Case Study

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ENVIRONMENTAL
TECHNOLOGIES &
COMMUNICATIONS

the leader in environmental communications

**SEWER TRAVEL
QUESTION**



Where is this life-size bronze statue located?

What is his name?

NEIGHBORHOOD SEWER PROJECTS

- Eliminate SSO (add capacity)
- Eliminate Pump Station (new gravity route)
- Upgrade Pump Station/Add Force Main Capacity
- Replace Old/Crumbling Sewer
- Reroute Sewer (eliminate lines under bldgs)
- Separate Storm from Sanitary (reduce CSO)
- Add Local Sewer (eliminate HHTS)
- Add Interceptor Sewer



WHAT IS CONSTRUCTION CUSTOMER SERVICE ?

- Building public support and goodwill for your projects and utility by—
 - Anticipating and meeting the needs of customers in sewer construction zones
 - Providing timely information and support
 - Providing access to helpful resource (CSR)
 - Responding quickly to questions, concerns
 - Solving problems as they arise



HOW WILL YOUR JOB AFFECT YOUR CUSTOMERS?

- Imagine living in a construction zone 24/7!
 - Who will have **'Front Row Seats' ? Balcony Seats?**
 - Will construction be up close and personal?
 - Will peace and quiet be disturbed?
 - Will property be changed, altered?
 - Will there be a muddy mess? Noise? Vibrations?
 - How long will it last?
 - Will there be dangerous equipment & conditions?
 - Will parking and access be affected?
 - Will it be unsafe for kids and pets?



WILL YOUR JOB LOOK LIKE THIS?



AFFECT CUSTOMERS LIKE THIS?



OR THIS?



DOES THIS LOOK FAMILIAR?



CAN YOU IMAGINE LIVING HERE?



CUSTOMER IMPACT FROM A PUMP STATION ELIMINATION!



CASE STUDY

Harwinton Sewer Replacement

PROBLEM:

- 50-yr old neighborhood sanitary sewer line
- 2,000LF, undersized, crumbling
- Runs in front, between, and behind homes
- Carries sewage & rain water/groundwater
- Surcharges in wet weather
- Active SSO—1.3 million gallons/year
- Neighborhood stinks after rain

CASE STUDY

Harwinton Sewer Replacement

- **SOLUTION**

- Replace 2,000 LF with new pipe
- Increase capacity (larger pipe)
- Reduce infiltration (tighter joints)
- Eliminate surcharges, backups, overflows
- Eliminate SSO activity
- Eliminate odors

Project Cost & Schedule

■ COST

Total Project \$1.35 million

- Construction : \$1.1 million
 - Customer Service \$0.016 million (1.6% of construction)

■ SCHEDULE

6-month construction & restoration

9-month customer service



Project Map



CIP# 2005-23

Harwinton Lane
Sewer Replacement



SS# 5865
WWIP# 30608

Project Area in More Detail



The Construction Zone

- Suburban residential neighborhood
- 50-60 years old or more
- small 5-6 rm Cape Cods, Ranches
- Lots narrow and deep, 0.2 to 0.5 acre
- Basement garages, some at street level
- \$100-\$125K range
- ~40 homes in/around construction route
- local traffic, school buses

Cape Cod Homes in sewer construction zone pre-construction



Ranch homes in sewer reconstruction zone



**Sewer line between these homes
will be replaced**



Sewer line between these homes will be replaced too

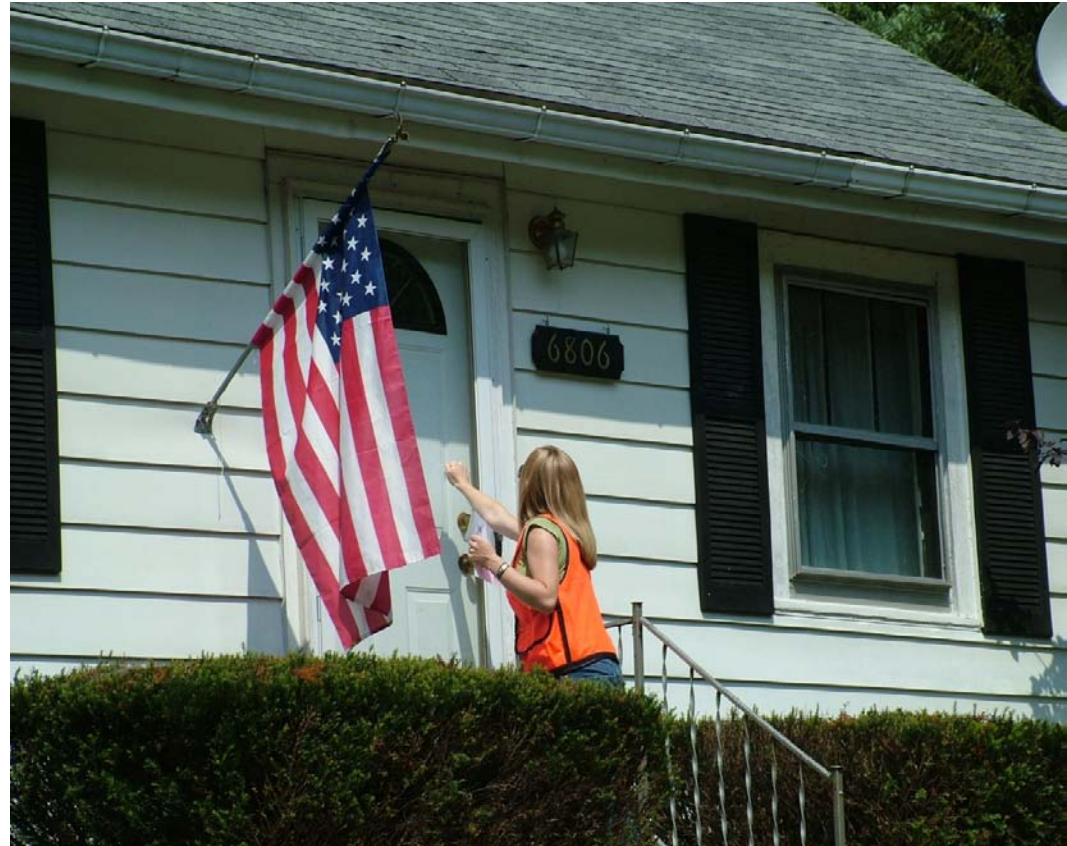


Sewer line in open field will be replaced



Customer Service Plan

- GOAL-customer satisfaction and goodwill
- PROACTIVE, considerate and timely
- GEARED to needs of customers
- DIRECT communications-show concern for customer well-being & intelligence
- USEFUL information about purpose, plan, and progress of construction
- ONGOING support through construction and restoration



Pre-Con Communications

- Communication Plan
- Mailing List
- Assign CSR
- Pre-Con Meeting
- Customer Letter
- Customer Fact Sheet
- Phone # for CSR
- Door-to-Door Visits
- Yard Signs



Sample Fact Sheet

1852 Columbia Parkway Sewer Replacement Project



Project Description

The Metropolitan Sewer District of Greater Cincinnati (MSD) is working to improve sewer operations in the City of Cincinnati neighborhoods of East End and East Walnut Hills. This project involves 2,150 feet of sewer line that runs between Victory Parkway and Eastern Avenue. This sewer was built 100 years ago and is in need of repair. MSD's contractor will be replacing part of the old sewer with new piping and rehabilitating the rest of the line to keep it in service. In addition, a new storm sewer will be installed parallel to the existing sewer line to separate a portion of the storm water flow from the sanitary sewer.



Open Cut Method

Construction began in early December near CSO 455 on Eastern Avenue (now Riverside Drive) and will continue uphill in a northwest direction, ending at Victory Parkway. See map on back.



Jack and Bore Method

Both trenchless and open cut methods will be used for construction. (see photos)

MSD is focused on updating and improving its wastewater collection and treatment system. This project is part of MSD's Project

Groundwork, which is designed to make our communities cleaner, healthier, and more economically sustainable.

Schedule

Construction activities will generally take place between 7 a.m. - 5:30 p.m., Mon- Fri. Weekend work may be needed.

- Construction
December 2010 - December 2011
- Restoration
Early 2012

Temporary Inconveniences

- Temporary disruption of other services (e.g., telephone or cable TV) is possible, but will be corrected immediately should it occur.
- Concrete barricades and fencing.
- Noise, dirt and vibrations.

Safety



- Children and pets are often curious about construction work. Keep them away from machinery, trenches and pits at all times.
- If you see a potentially unsafe situation or equipment or fencing that requires repair, please contact your MSD Customer Service Representative immediately.
- If you become aware of a public safety hazard, please call 911 immediately.

Restoration

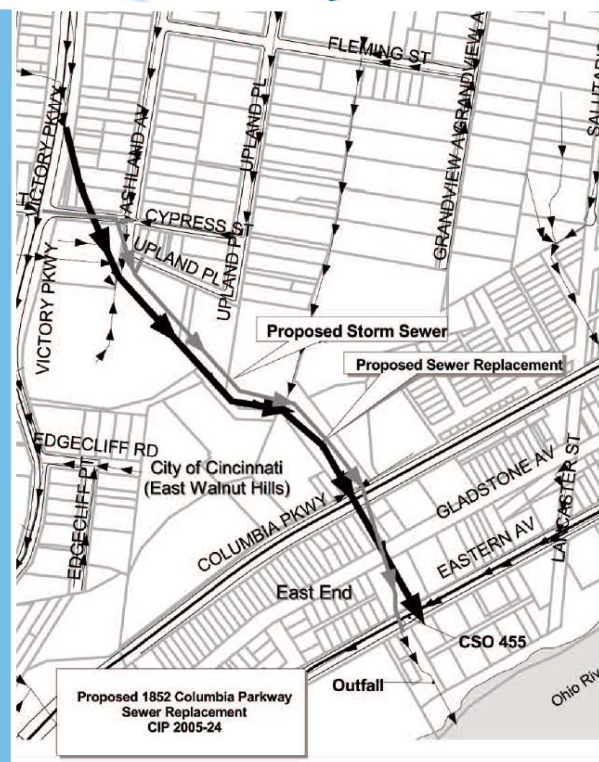
Restoration of street surfaces, slopes and grassy areas disturbed during construction will begin after construction is complete.

See Project Map on back page...

METROPOLITAN
SEWER DISTRICT
of greater
CINCINNATI



Project Map



If you have any questions or concerns about the construction or property restoration, please call MSD Customer Service:

(513) 557-3594



Case Study

Construction Begins



Communications during Construction

Field Visits 1-2x/mo
Photos, Reports to PM
Customer Phone Calls
Customer Assistance
On-site
Restoration Checks
Help with Issues



Construction intensifies



Construction continues



Deep trenches, mud, debris, vibrations, access issues



Construction near Ranch homes



Construction between homes



Construction between homes, heavy equipment, portalet



Restoration of driveway



Restoration of another driveway



**Construction
tight fit
between
homes**

**By-pass
pumping**



Construction behind homes



Construction route thru backyard



Construction in open field, homes overlooking



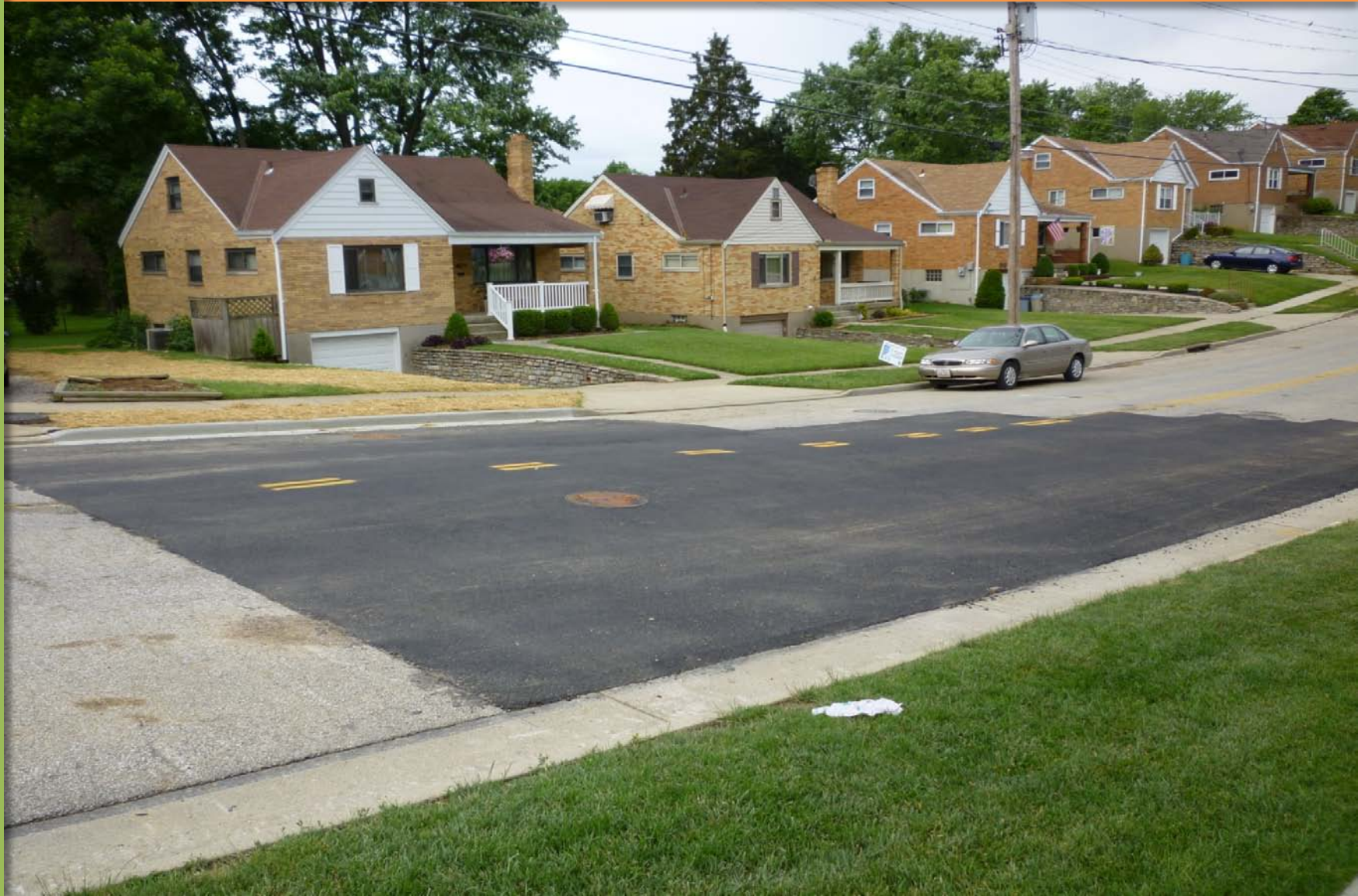
Construction advancing through field behind homes



Restoration



Road repaved, yards re-seeded



New driveway & sidewalk



New driveway, sidewalk



Backyard re-graded & seeded



Backyard restored



Restored drainage swale in backyard



Field re-graded and seeded



Closing Communications

- Thank you letter
- Survey Card
- CS Report with survey results



METROPOLITAN SEWER DISTRICT
OF GREATER CINCINNATI

1600 Gest Street
Cincinnati, Ohio 45204
513-244-1300
www.msdc.org

James A. Parrott
Executive Director

Customer Service
513-352-4900

Emergency Service
513-352-4900



June 25, 2009

Dear Neighbor:

On behalf of the Metropolitan Sewer District of Greater Cincinnati (MSD) and our construction contractor, Trend Construction, I want to personally thank you for your patience and cooperation during our sewer construction project near your home.

The new sewer line we installed replaced an old deteriorated pipeline. It also provides enough capacity to allow an old overflow device, known as SSO #1012, to be eliminated.

Our goal is to provide the highest quality service to our neighbors during our construction projects. ***Please let us know how well we performed during this project by completing the enclosed self-addressed and stamped postcard survey.***

If you have any questions, please contact Kate Scarpinski, your MSD Customer Service Representative, at (513) 771-9424.

Thank you again for your cooperation and understanding.

Sincerely,


A handwritten signature in black ink that reads 'James A. Parrott'.

James A. Parrott
Executive Director

Case Study— Survey Results

- **36% customer return rate (17/45)**
- **High customer satisfaction (4 out of 5)**
- Letter and fact sheet **helpful**
- Amount of information--**just right**
- Comments about the experience

**5:1 positive vs
negative**



**Harwinton Lane
Sewer Replacement Project**
March - June 2009

We want to know what you think about our customer service during this sewer construction project and the information you received. Our goal is total customer satisfaction. We appreciate your feedback. Please complete and return to MSD. **Circle your answers.**

1. The letter and brochure mailed to me by MSD was:

	Poor	Fair	Good	Very Good	Excellent
helpful	1	2	3	4	5
understandable	1	2	3	4	5
timely	1	2	3	4	5
informative	1	2	3	4	5

2. The construction notice left at my door by MSD was:

	Poor	Fair	Good	Very Good	Excellent
helpful	1	2	3	4	5
understandable	1	2	3	4	5
timely	1	2	3	4	5
informative	1	2	3	4	5

3. The amount of information I received was:

too little just right too much

4. MSD's door-to-door visit was:

helpful unnecessary was not home/
did not have a visit


5. Were we responsive to your questions or concerns during the project?

yes no does not apply

Comments:
BEUDIFULL JOB WELL DONE
THANK YOU

www.msdc.org

Drop completed survey
in any mailbox



WRAP-UP: THINK ABOUT THE CUSTOMER'S POINT OF VIEW!

- **Picture the job--imagine the stress**
- **Talk to your customers**
- **Arm them with information and assurance**
- **Respond to calls immediately**
- **Find ways to solve problems**
- **Give extra attention, help them cope**
- **Show concern for safety , well being**
- **Respect private property, neighborhood**
- **Thank them and get their feedback**





Cumil lives in Bratislava, Slovakia!!

Communication Tactics that Work

- Customer Communication Plan
- Target Mailing List of Affected Customers, Stakeholders
- Planning Letter
- Public Meeting/Open House
- Dedicated CSR
- CS Phone # and Magnet
- Construction Letter and Fact Sheet
- Door-to-door Visits
- CSR Field Visits during construction
- Construction Updates, Notices
- Customer Assistance during Construction & Restoration
- Thank You Letter
- Customer Satisfaction Survey