



# **RATE STRUCTURE REVIEW**

WATER, SANITARY and STORM  
DRAINAGE CHARGES

## **THE VALUE OF WATER**

STRATEGIC COMMUNICATIONS PLAN

JULY 17, 2012



# GOAL

To engage the citizens of London in a dialogue on the value of water



## OBJECTIVES

- To promote the concept of “value” over and against the reality of “cost” and “price”
- To demonstrate the need to establish a new funding model
- To win support for the new funding model



# AUDIENCE

110,000 CUSTOMERS



## **POSITIONING STATEMENT**

***The value of water is  
priceless.***



## KEY MESSAGES

- The value of water cannot be measured in market terms as though it were merely a commodity.
- Finding a new funding model is not just about cost, fixed cost or cost per use; it is about realistic cost recovery.
- The price charged for water and wastewater services under the current funding model is neither fair nor equitable.





## **STRATEGY**

- Conduct a public survey
- Engage in public consultation
- Enlist local Media support
- Make use of existing social media tools
- Hold a public event that is informative and entertaining