Targeted Customer Communication using ArcGIS Online

Using ArcGIS Online to demonstrate the benefits of a new pressure zone to targeted and impacted customers.
Communicating to our customer

• Many projects require communicating to the general public or a segment of our customer base.

• Traditional communications:
  • Newspapers
  • Radio
  • Television
  • Direct mail
  • Door Hangers
  • Social Media

• How effective are they? Are there better ways?
What does the customer expect?

• Today’s world is DIGITAL!
  • Most everyone has a good grasp on technology
  • They have high expectation levels for information

• Our challenge? Redevelop and reimagine the way we communicate.
  • Some utilities have embraced the challenge
  • Others are lagging behind.
Project

• The problem?
  • Development in southeastern Fayette County – a high elevation/high density area – meant water pressures were lower than other areas of the county and would continue to be stretched as growth continued.

• The solution?
  • Install a booster pump station and related infrastructure that would positively affect the water pressures of a specific geographic area – a pressure “zone.”
GIS Goals and Objectives

• Online Interactive Tool.
  • ArcGIS Online quickest and easiest.

• Only impacted customers to be shown.
  • Shown by using the Parcels of each property.
  • Not showing any personal info.

• How are they being impacted.
  • Existing Average PSI at the Meter.
  • Modeled Average PSI at the Meter.
Online tool

• I wanted to keep it simple.

• Public WebAPP shared with “everyone” on our ArcGIS Online account.

• By using ArcGIS Online I was able to take advantage of several built in tools.

• It allows for a splash screen
The splashscreen

Welcome,

Instructions
1. Enter your street address in the “Find Me” button in the Top Left of the map.

Please note that the pressures in this program are estimates only and are for informational purposes only!

☐ I agree to the above terms and conditions

OK
The end results for the customer

- It automatically zooms to and highlights the property in question.
- It also brings up the information dialog explaining the results.
How to get the news out?

• For Kentucky American this was only our second attempt at a public facing map.

• So I had provide Public Affairs with the URL.

• As well as online at the KAWC homepage.

• You can find it here: bit.ly/BoosterZone
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• If you would like a copy of the detailed presentation, please email me above.
THANK YOU