

FOR COUNCIL MEETING OF:
AGENDA ITEM NO.:
PUBLIC WORKS FILE NO.:

February 5, 2007
4.3 (m)

TO: MAYOR AND CITY COUNCIL
THROUGH: ROBERT G. WELLS, CITY MANAGER
FROM: TIM GERLING, P.E., PUBLIC WORKS DIRECTOR
SUBJECT: "BEST OF THE WEST" DRINKING WATER CAMPAIGN

RECOMMENDATION:

Information only.

BACKGROUND:

Salem's Drinking Water was voted "Best of the West" at the Pacific Northwest Section of the American Water Works Association 2006 Annual Conference. A panel of four judges selected Salem's drinking water from six entries from the Pacific Northwest. The water samples were judged on taste, odor, appearance, and aftertaste.

Public Works plans to utilize a commercial bottler to produce limited quantities of Salem's water as a promotional item and to develop a marketing campaign that supports new and existing marketing activities.

FACTS AND FINDINGS:

As populations grow and usable water supplies dwindle, supplying water will be a major challenge for the nation's water providers. Salem is in an enviable position. Salem's senior water rights on the North Santiam River and early investments in the water system will provide water for Salem's needs for the next 50 years and beyond.

The very high water quality source of the North Santiam River plus the slow sand filtration process lend themselves to producing the best tasting water.

Staff has met with SEDCOR, SCVA, Salem Area Chamber of Commerce, and the Conference Center. All agreed that bottled water would be an effective tool to market both Salem's quality of life and its availability of clean water in the future. A commercial bottler is available to support the limited quantities involved.

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A consultant has been identified to develop a marketing campaign. The campaign includes a name/logo/tagline, label design, website development, brochures, media planning, and a portable tabletop display. \$50,000 is budgeted in 2006-2007 to support the development and implementation of this campaign.

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Ward All

January 22, 2007 (7:12am)

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