



## ASSET MANAGEMENT & MAINTENANCE SYSTEM

### Marketing Maintenance --- How to Communicate the Value of the Job

You know you're good at what you do and you've developed a great team operation that brings real value to your municipality. The problem is sometimes how to get that across to management and to public officials that need to understand the importance of the job and the long-term savings it can bring.

Here are just a few ideas to think about, in order to generate more support for larger investments in maintenance projects and programs.

- **Customer Satisfaction** --- Respond to citizen requests and the subsequent completed work orders with a customer satisfaction survey. Allow for ratings on a scale of 1-5 and ask for comments.
- **Reactive versus Proactive Work** --- How much time do craftsmen and technicians spend on reactive work?? How much time do they spend on proactive work or PMs?? The more proactive work, the better.
- **Know Life Cycle Costs** --- What is the total cost & average cost to maintain a specific asset or type of asset, including labor, parts, contractor expense? How does that figure compare to similar assets/equipment or comparable industry estimates.
- **Energy Savings** --- Total estimated energy savings that maintenance has created due to preventative work, redesigns, etc.
- **Preventative Maintenance Savings** --- Estimate and compare the cost of catastrophic failures to the savings due to an aggressive preventative maintenance program.
- **Uptime/Downtime of Critical Equipment** --- Understand the cost to the organization if a critical asset or system is down for an hour, or a day or more. How does it affect the department, the municipality, and the citizens? Measure improvements over time that will support your PM programs.
- **Response Times** --- How long did it take for a technician to show up to work on a reported problem or situation? The ultimate goal is to eliminate most reactive requests so response time actually becomes less important.
- **Reducing the Maintenance Backlog** --- At what point do managers, officials and citizens become dissatisfied? Set goals and measure improvements over time.
- **Compare Costs & Results** --- Compare the cost to maintain various asset types, area locations, different departments, similar facilities. What is the cost per square foot (facilities) or specific assets over time? How do you stand up when compared to other maintenance teams, other departments, other Cities or Counties, or industry standards?

Keep all your examples straight-forward and backed by good data. What this requires most of all is a good CMMS system, like MaintStar, a proactive culture that buys into the process and work order discipline that's close to perfect.

With that in place, you're well on your way from necessary evil to "Wow, what a great value! Well done!"