

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



Communicating the Value of Water with the Resources You Have

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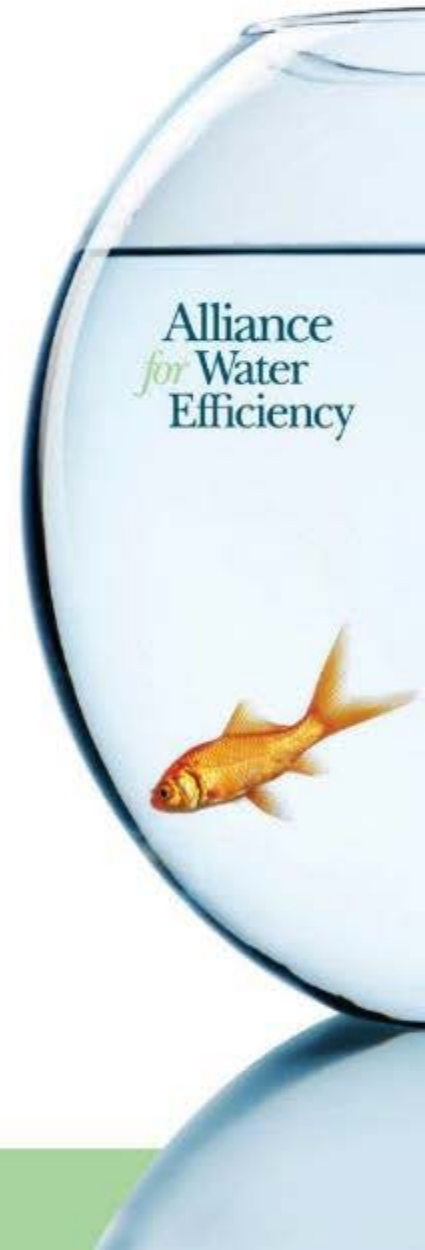
President and CEO

A VOICE AND
A PLATFORM
PROMOTING THE
EFFICIENT AND
SUSTAINABLE
USE OF WATER



Alliance *for* Water Efficiency

- Why do utilities need to engage now more than ever?
- What do we need to know about our audience and how they consume information?
- How do we engage effectively and economically?
- What resources can we use to break through?
- How will we know we're making a difference?

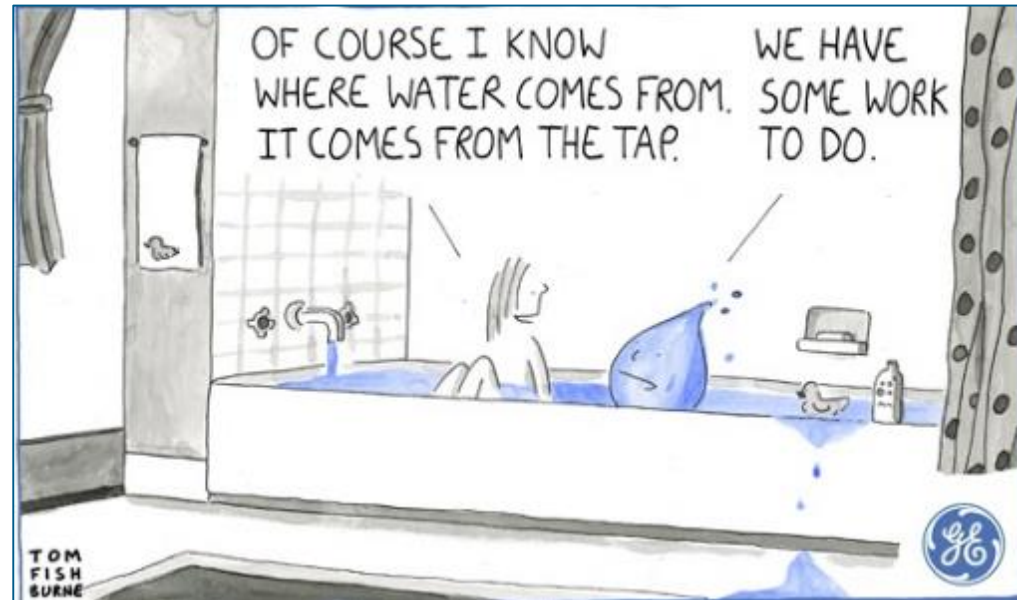


The Public Engagement Imperative

72% of managers feel the public has a poor understanding of water systems and services

69% of Americans generally take access to clean water for granted

16% of AWWA respondents are concerned that utilities will not be able to cover the full cost of providing service in the future



A Changing Stakeholder Universe

- Utility universe is **changing and expanding**
- Rise of **peer-to-peer communications**
- It's a **more connected** world
- Trust and reputation **harder to build and control** as information flows at a new speed



A Networked, Multi-Screen World



46% of Americans get their news from **4-6 online media platforms** daily



71% of online adults use Facebook. Two-thirds of Facebook and Twitter users get news there



50% of people customize the news and **20-40% contribute** and share. News is personal and participatory

Attention is Finite and Shrinking

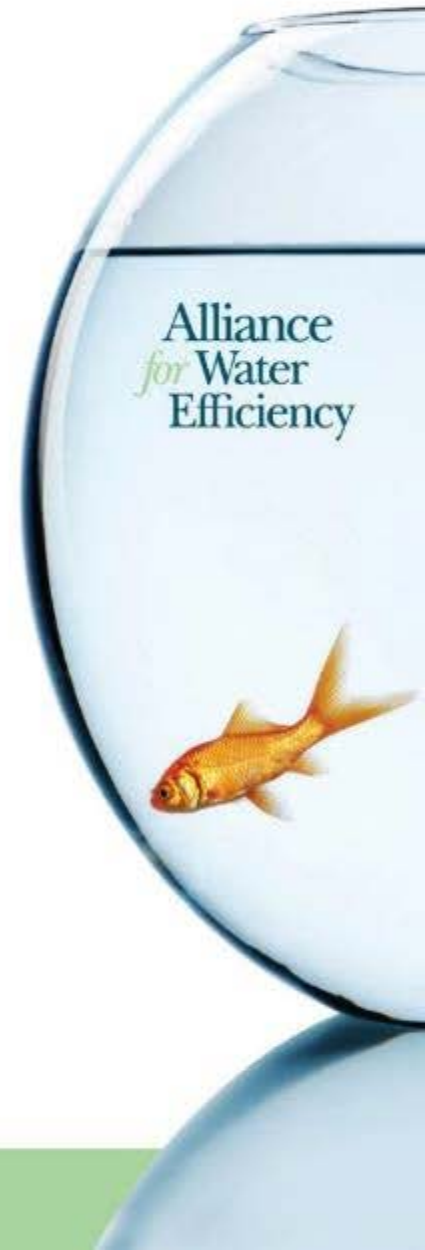
The average attention span has dropped to **8 seconds in 2013** - one second less than that of a goldfish.

The amount of **content on the internet tripled** between 2010 and 2013.

People need to hear something **three to five times** for it to drive a behavior change.

So What Does Public Engagement Mean?

- Embrace the complexity
- Listen and gain insight
- Own your story
- Engage with multi-channel outreach
- Activate your experts
- Create and curate content
- Participate in the conversation
- Champion transparency
- Evaluate and evolve





What's YOUR story?

The key is to craft a strong, concise narrative and communicate it consistently through all channels and news streams.

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courier-journal.com
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Conservation driving up water rates in Louisville

Environmental concerns challenge bottom line at Louisville Water Co.

7:33 AM, Jul. 26, 2013

The San Diego Union-Tribune
 Today's Paper Weather 76° F Traffic Surf Newsletter

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Saving water adds up to rate hikes

Conservation hurts agency finances, so rates must increase



 By Morgan Cook and Bradley J. Fikes | 7:09 a.m. July 27, 2015 | Updated, 8:21 a.m.



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Punished For Conserving, Californians See Water Rates Rise As Cities Lose Money In Drought

July 5, 2015 11:52 AM

 897
  42
  24
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IS WATER CONSERVATION REALLY BANKRUPTING TEXAS CITIES, OR ARE THEY JUST BAD AT PLANNING?

 BY AMY SILVERSTEIN

 WEDNESDAY, FEBRUARY 19, 2014 | 2 YEARS AGO
  33
  7
 
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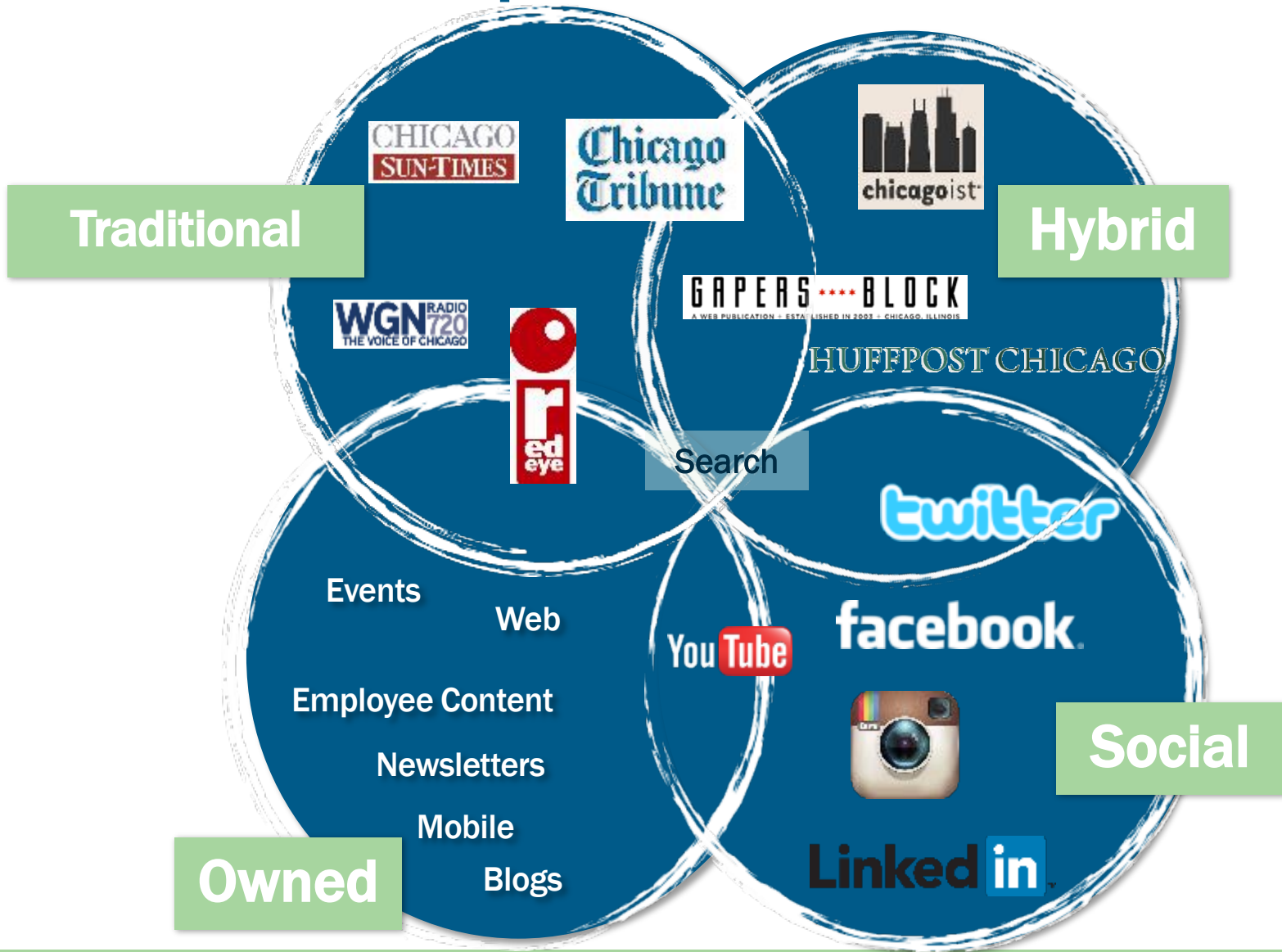
Key messages prioritize points, focus the speaker, and help ensure consistency across written and verbal communications

“Our costs to deliver the water service customers expect when they turn on the faucet are rising and changing. **Just like any business, our prices must rise to reflect the cost of providing the service.**”

“Every gallon saved is a gallon that doesn’t need to be pumped, treated or delivered – those savings are reflected in your water bill. **Conservation helps slow the rise of water rates over the long-term.**”

“The water bill you pay is an investment in our water future, to ensure we can continue to provide you – and generations to come – with the high quality water service you receive today. **Our new rate structure will help us make our water system stronger, so that we can provide smarter services at the lowest costs.**”

The media landscape in a connected world





These large tanks are used for cleaning large sewer pipes

A Day in the Life of Sewer Cleaning Crews



1,552



TWEETS	FOLLOWING	FOLLOWERS	FAVORITES
1,079	105	1,019	137

Tweets Tweets & replies Photos & videos

Lady Bird TBM

@LadyBirdTBM

I love a challenge. Like tunneling 4 miles deep underground. I'm passionate about the environment and dirt. Read more about me at: dcwater.com/ladybird

Joined March 2013



Lady Bird TBM @LadyBirdTBM · Jul 27

To the free skies unpent and glad and strong.

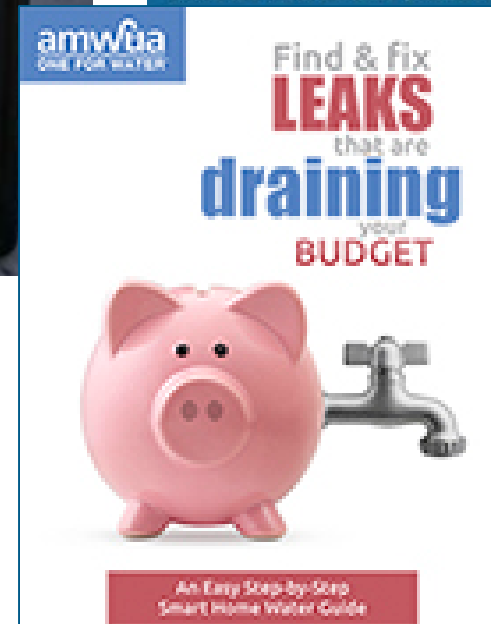
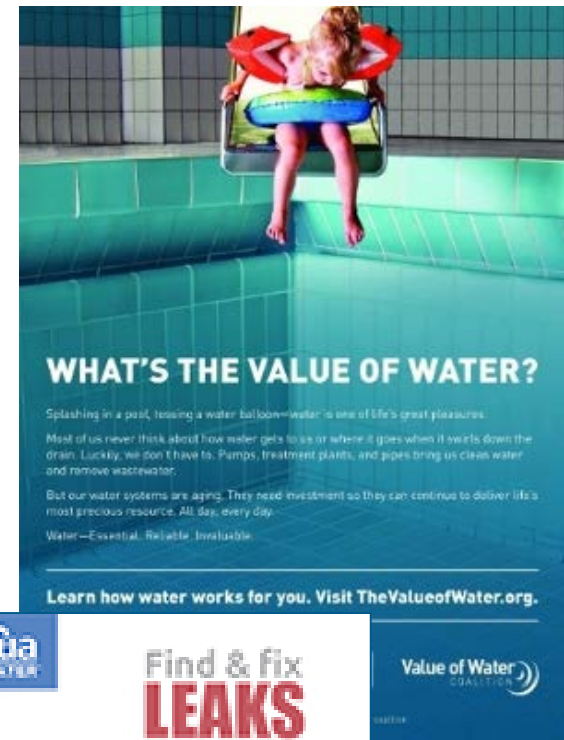
(To a Locomotive in Winter - Walt Whitman)

Farewell, for now.

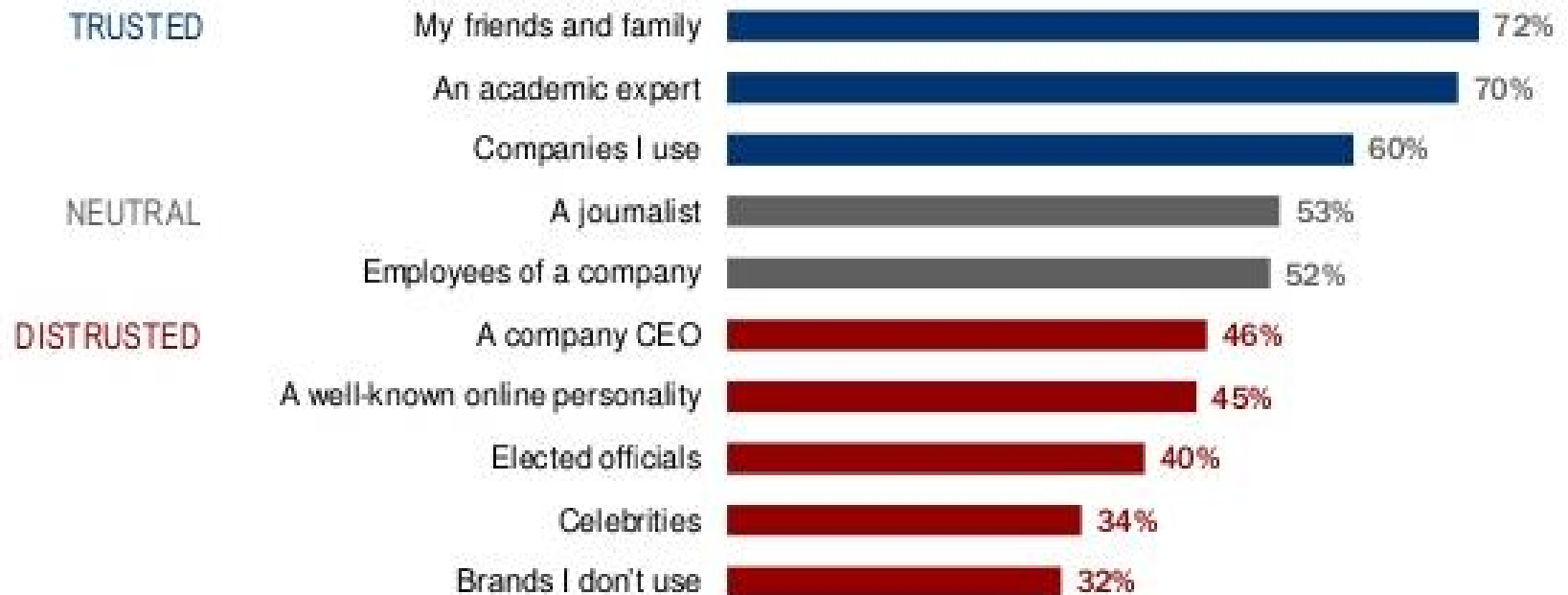
Don't tell, show
how pipes, plants and people keep water flowing with pictures, videos and graphics.

- Your smartphone
- Storify
- Pixl
- Canva
- Fiver
- 99 Designs

Create or curate content. Frame the issue the way you want it to be seen and you own it. Sharing content positions you as an authority and trusted resource. Customize wherever possible.



Who Do People Trust Most? Peers and Experts



Q387-396. Thinking about the information you consume on social networking sites, such as Facebook, MySpace, LinkedIn, Meebo, Orkut, Gzone, RenRen, how much do you trust the information posted from each of the following authors or content creators? (Top 4 Box, Trust) Informed Publics, 27-country global total. | Q397-406. Thinking about the information you consume on content sharing sites, such as YouTube, how much do you trust the information posted from each of the following authors or content creators? Informed Publics, 27-country global total. | Q407-415. Thinking about the information you consume on online-only news and information sources, such as The Huffington Post, BuzzFeed, TechCrunch, etc., how much do you trust the information posted from each of the following authors or content creators? Informed Publics, 27-country global total.

Elevate and activate a group of subject matter experts who can cultivate new ideas and engage in meaningful conversations. Make digital engagement 1% of everyone's job:

- Consumer Q&As
- Blog posts
- Tweet Chats



DENVER WATER
Mile High Water Talk

Home Your Denver Water Conservation & Supply Youth Ed

« Water Fest soaks students with knowledge Green with envy: The one step to help your yard look good all year.

26 MAY **An open letter to Jay Z**
Posted May 26, 2015 by Denver Water in Your Denver Water. Tagged: Conservation, Denver, Denver Water, Drinking water, Jay Z, Value of water, Water, Water conservation, Water supply. [Leave a Comment](#)

An open letter to Jay Z

Denver Water weighs in on the rap mogul's recent comments about the price of water and how it relates to music

By Steve Snyder

Dear Jay Z,

First of all: Big fan! I've listened to your music for years; I've admired how you've become much more than an entertainer, and you have perhaps the coolest line I've ever heard, "I'm not a businessman, I'm a business, man."

But recently, you made a comparison [about water and music](#). And since water is my business, I have to say, "Stick to your own business, man!"

I get what you are saying. Artists should be paid for the music they create. But to say that "water is free while music is \$6" isn't exactly true.

This isn't meant to state the obvious fact that [some people can't pay their water bills](#), so water must not be free. But your comments bring up the issue of how people value water — an issue our industry [struggles with](#) all the time.



Rapper Jay Z performs onstage at the 2009 American Music Awards on Nov. 22, 2009, in Los Angeles. (Photo by Kevork Djansetian/Getty Images)



Ummm....we meant this to happen.



Participate in the conversation. Think service first, but human always. People want to engage with other people, not brands. Try humor, humility, fun, and transparency.

Evaluate and evolve. Measure results against program objectives and desired outcomes. Refine and reshape content and engagement.



What would be helpful?



Resources to Explore

- Regional and state organizations
- Your fellow water utilities
- Nonprofits and think tanks
- Communications firms
- AWE Tools:
 - ✓ www.home-water-works.org
 - ✓ www.allianceforwaterefficiency.org
 - ✓ www.FinancingSustainableWater.org
– Communications Tools

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