

Communicating System Plans to Customers & Boards

By Steve Marsh

IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Introduction



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Introduction



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Introduction



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Introduction



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Introduction



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

What Are You Trying to Do?

Spend \$\$ on things people can't see or have no idea about.



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



IOWA ASSOCIATION OF MUNICIPAL UTILITIES


Convey the Value of Water



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Convey the Value of Water

VALUE OF WATER



■ **60%** of Americans are in favor of paying more to invest in water infrastructure.

■ **23 to 1** = return for U.S. public health from early clean water investments.

WHERE'S THE WATER?

The average American uses 100 gallons of water daily.



A green silhouette of a person is followed by an equals sign and ten blue water droplets. Each droplet contains the number '10', representing 100 gallons of water.

www.awwa.org/communicatevalue



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Change people's
minds by figuring
out what's
important to them

Present your case on
their terms



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Change Perceptions & Attitudes



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Change Perceptions & Attitudes



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



**The Arteries of our water system
are clogged**



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



They burst with the pressure



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Establish Buy-in

Become a salesperson/marketer



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

**For every problem there is
an opportunity**

To help **solve the problem**, you need to **sell it as an opportunity**



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use the Right Tools



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use a Message or Story

Facts and data don't change people's minds. Stories do.



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



Turning a Problem into an Opportunity



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



How do you
turn this...



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



Into this?



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

You can explain the problem

**We need to raise rates to fix
an old system**

**Or you can present the
opportunity**

**We have the opportunity to invest
in the future, protect our children's
health & increase the value of our
homes**



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



Cattle were herded onto a porch and left to avoid drowning by the rising water from the Cedar River Wednesday June 11, 2008 along the river north of Vinton, Iowa. Flood waters have inundated the electric plant in Vinton and the entire city is now without power. Officials are preparing for the Cedar River to crest at record levels all across the state. (AP Photo/Steve Pope)

http://archive.boston.com/bigpicture/2008/08/mississippi_floodwaters_in_iow.html



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



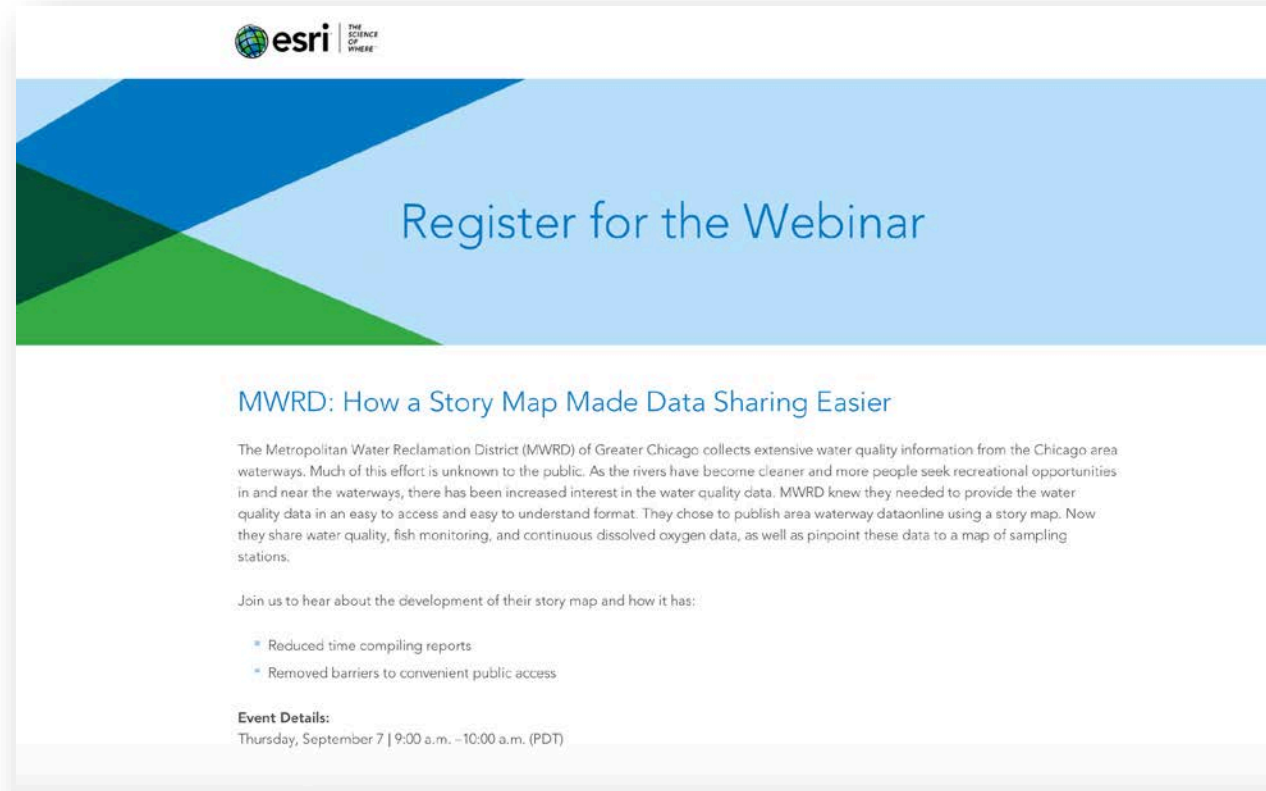
Brandon Smith carries his two cats, Fry and Bender, to dry land from their flooded and evacuated home on June 12, 2008 in Cedar Rapids, Iowa. Much of the city has been evacuated as the Cedar River continues to rise to record levels. More rains are predicted over the next few days. (Photo by David Greedy/Getty Images)


http://archive.boston.com/bigpicture/2008/08/mississippi_floodwaters_in_iow.html



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use a Message or Story



 **esri** | THE SCIENCE OF WHERE

Register for the Webinar

MWRD: How a Story Map Made Data Sharing Easier

The Metropolitan Water Reclamation District (MWRD) of Greater Chicago collects extensive water quality information from the Chicago area waterways. Much of this effort is unknown to the public. As the rivers have become cleaner and more people seek recreational opportunities in and near the waterways, there has been increased interest in the water quality data. MWRD knew they needed to provide the water quality data in an easy to access and easy to understand format. They chose to publish area waterway dataonline using a story map. Now they share water quality, fish monitoring, and continuous dissolved oxygen data, as well as pinpoint these data to a map of sampling stations.

Join us to hear about the development of their story map and how it has:

- Reduced time compiling reports
- Removed barriers to convenient public access

Event Details:
Thursday, September 7 | 9:00 a.m. - 10:00 a.m. (PDT)



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use the KISS Strategy

Keep
It
Simple,
Stupid



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Don't Use Acronyms

CDBG
DBP
ERP
GPM
MCL
MGD



PER
SRF
TTHM
WIFIA
NOFA
RO



There are Exceptions, Though

GPS

UV

PVC



Choose Your Words Wisely

Your
Our
Invest
Quality of Life
Safe Future



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

YOUR WATER SYSTEM IS OUR PRIORITY

Message: Our aging water system requires major improvements to keep it running smoothly. We will **invest \$2 billion** in our water, wastewater and drainage system so we can maintain our city's **quality of life.**

You can't live without water.

We're making sure it's always there.

This is my water system

We share the challenge together

We are investing in our quality of life

We are ensuring our safe future

Tell your story with values that resonate. Make your story your community's story.



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

More Pictures, Fewer Words

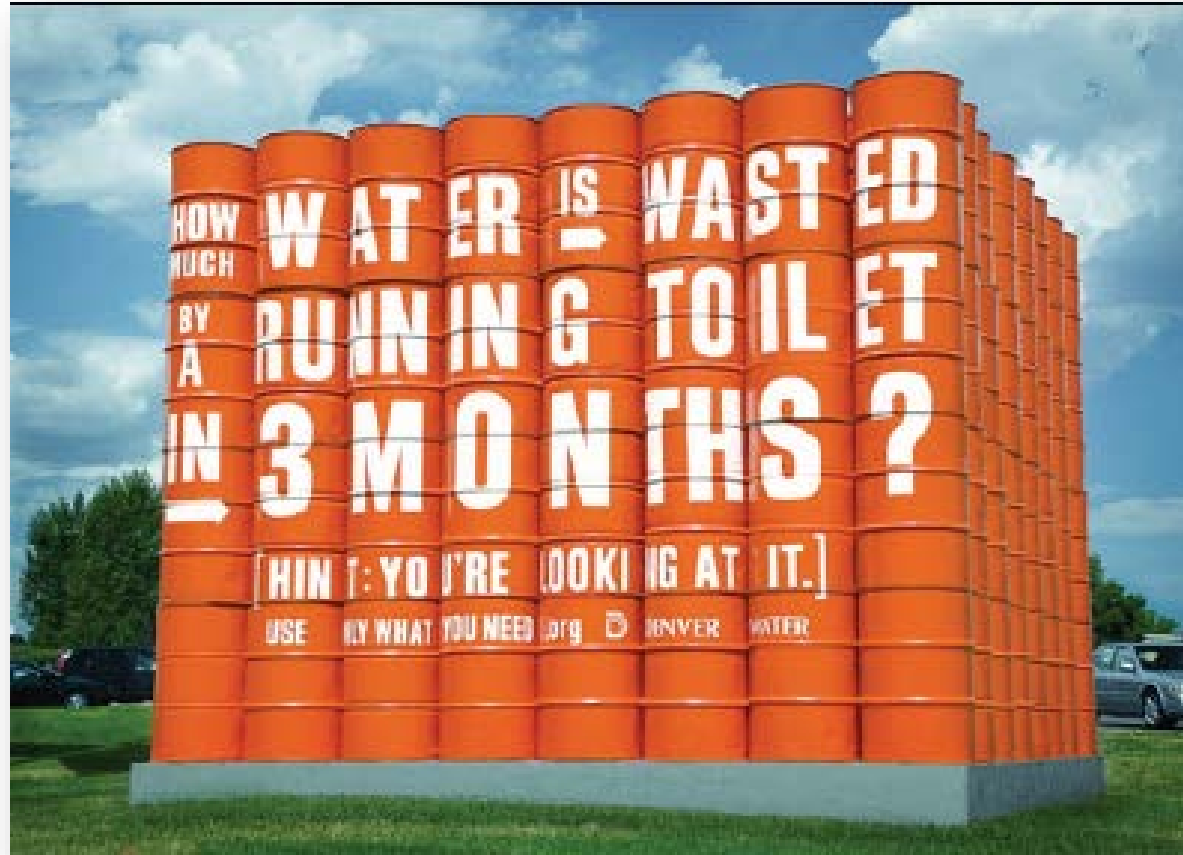


Viability- Iowa Administrative Code 567-43.8

(4) **Systems unable to retain a certified operator will be considered not viable.** All community and nontransient noncommunity water systems, and transient noncommunity water systems as denoted by the department, are required to have a certified operator who meets the requirements of 567—Chapter 81. The viability assessment completed by the public water supply will be used to determine the source of the problem, and required corrective actions will be specified in the system's operation permit.



IOWA ASSOCIATION OF MUNICIPAL UTILITIES



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use Props

ACTUAL ITEMS, Not Just PICTURES of ITEMS



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Use Other People

Other Agencies, Authoritative Groups, Engineering Firms,
Financial Experts, etc.



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

5-Mile Rule



**Within 5 miles?
You're an Idiot**



**Outside 5 miles?
You're an Expert**



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Recap

- Answer the question: What are we trying to do?
- Convey the value of water
- Change perceptions and attitudes
- Establish buy-in
- Use the right tools



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

At some point we have to stop simply being consumers of all of the wonderful opportunities that others create for us and become providers of that environment for the next generation.

It really is true -- if not us, who?

Author Unknown, but Definitely Wise



IOWA ASSOCIATION OF MUNICIPAL UTILITIES

Thank You

Steve Marsh
IAMU Water Specialist
smarsh@iamu.org
515.289.1999



IOWA ASSOCIATION OF MUNICIPAL UTILITIES