

 **Regional Service Through Unity... Meeting our Region's Needs Today and Tomorrow**





TACWA Meeting, Sept. 22, 2017

 **Regional Service Through Unity... Meeting our Region's Needs Today and Tomorrow**







NTMWD COMMUNICATIONS & PUBLIC EDUCATION

Janet Rummel, NTMWD Public Relations
Denise Hickey, NTMWD Public Education
TACWA Meeting, Sept. 22, 2017

PRESENTATION OVERVIEW

- Who We Are
- Key Challenge: Increase Understanding of Value of Water
- Primary Goals
- Strategies
- Communication Tools Examples
- Results
- What's Next?

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WHO WE ARE

Regional Provider – Water, Wastewater and Solid Waste Services



BY THE NUMBERS

DID YOU KNOW?



SERVE
up to **90** COMMUNITIES
75 Daily basis
15 Emergency basis

Service area of 2,200 square miles in 10 counties

Serving 1.6 million people in one of the fastest-growing regions in the country

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WATER PUMP STATIONS

6

WATER TREATMENT PLANTS
806+ MGD Capacity
(million gallons/day)

573

MILES
WATER TRANSMISSION PIPELINES

250+

MILES
LARGE-DIAMETER WASTEWATER PIPELINES

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WASTEWATER TREATMENT PLANTS

151+

MGD
WASTEWATER TREATMENT CAPACITY
MGD (million gallons/day)

3

TRANSFER STATIONS
up to 3,295 tons of solid waste/day

950,000+

tons/year accepted at landfill 

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WHO WE ARE

Regional Provider – Water, Wastewater and Solid Waste Services

- *Serve communities north and east of Dallas*
- *Shared systems provide cost-efficiencies for communities served*



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CHALLENGE: INCREASE UNDERSTANDING OF VALUE OF WATER

Water Costs Are Rising

- **Key Factors:**
 - Aging infrastructure
 - Increasing regulations
 - Growing communities
- **Customers think conservation means water should cost less**
- **Public lacks understanding of:**
 - Revenues needed for fixed costs
 - How water gets to tap
 - Water rates pay for more than water

Water bills surge for many Texas cities



High water bills raise questions, concerns

In North Texas, Struggle to Conserve Water and Prepare for Growth

WATER NEWS
Price of Water 2015: Up 6 Percent in 30 Major Cities; 41 Percent Rise Since 2010

Texans Coming to Grips With Rising Water Costs


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CHALLENGE: INCREASE UNDERSTANDING OF VALUE OF WATER

NTMWD Partners with Cities on Communication with Consumers



- **Factors we must consider:**
 - Each city is unique in growth and needs
 - Messaging and resources vary
 - Political pressures
 - Conservation results in less revenue to cover city costs
- **Conservation campaign/outreach programs are primary means to reach consumers**



Plano population = 270,000+







Farmersville population = 3,300+

PRIMARY GOALS


- **Tell Our Story**
 - Who we are, What we do, Why it's important
- **Educate public and city officials on what it takes to get water to their residents**
- **“Show and Tell” what they are paying for**
- **Explain that conservation can help manage bills and delay major investments**
- **Improve relationships, communications, strengthen partnerships**





STRATEGIES

- **Foster greater understanding with key audiences**
 - City officials and staff
 - Business leaders, community groups
 - Consumers/general public
 - Board of Directors
 - Media
- **Communicate more**
 - Monthly/quarterly partnering meetings (City Managers, Public Works, Communicators, Educators)
 - Social media, traditional media
 - eNewsletters
 - Increase outreach
- **Produce communication tools with Value of Water messages**
 - Packaged for cities to use in their communications
 - Download from new NTMWD website Member Portal





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Communication Tools: Value of Water Focus

The Journey of Water

Tours and Open House for City Officials and Staff



“I wish all our citizens could go on this tour to see what it takes to get water to them.”

– NTMWD Member City Mayor

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Communication Tools: Value of Water Focus

The Journey of Water

- Virtual Tour of Water Treatment Plant – video
- Fact sheet on Journey of Water: From Lake to Tap
- Infographics

GETTING WATER TO YOU
Shared Regional System Serves 90 North Texas Communities

The infographic illustrates the water supply process in four steps: 1. WATER is pumped from lakes; 2. CLEANED/TREATED at NTMWD treatment plants; 3. TESTED at NTMWD laboratory to make sure it's safe; 4. PIPED to member cities/customers storage tanks. The final destination is MEMBER CITIES/CUSTOMERS, including homes, schools, and businesses.

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Communication Tools: Value of Water Focus

The Journey of Water

- Fact sheet and Infographics on Value of Water

WATER: A GOOD VALUE!

1 GALLON COSTS OUR RESIDENTS ONLY ABOUT 1 PENNY!

\$1.58	20oz BOTTLED WATER
\$1.84	2L BOTTLE OF SODA
\$2.43	GALLON OF MILK
\$3.95	SMALL LATTE
\$5.77	GALLON OF ORANGE JUICE

*Combined District & cities' estimated cost

YOUR WATER SYSTEM

What it takes to bring YOU safe drinking water:

- WATER SERVICES: Acquisition, storage, treatment, delivery, and maintenance of safe drinking water
- INFRASTRUCTURE INVESTMENT: Financing the infrastructure needed to deliver water including pipes, reservoirs, pump stations and water treatment facilities
- REGULATORY COMPLIANCE: Meeting government regulations and safe drinking water standards—perform testing on more than 250,000 samples per year
- NATURAL RESOURCE MANAGEMENT AND PROTECTION: Environmental protection for watersheds, recreation and habitats
- CUSTOMER SERVICE: Meter reading, water conservation programs, public information, school outreach, customer information, and stakeholder engagement
- ADMINISTRATION: Technical expertise, staffing, and training to provide all these services

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 **Communication Tools: Value of Water Focus**

The Journey of Water

Water Rates Pay for #MoreThanWater – Social Media Campaigns




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 **Communication Tools: Value of Water Focus**

The Journey of Water

Water Rates Pay for #MoreThanWater – Video





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RESULTS

- Positive feedback from city officials and staff on materials, resources
- Great participation in tours, open houses (over 100 last year)
- Cities using tools and messages in communications with their customers
- Tripled website traffic and social media engagement over last year



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DEFEND
★ ★ ★ YOUR ★ ★ ★
DRAINS

TRASH IT **DISPOSE RESPONSIBLY**

<http://www.defendyourdrainsnorthtexas.com/>



Public Education Regional Partnership

About Defend Your Drains North Texas

The Defend Your Drains North Texas campaign is an educational effort that encourages residents to properly dispose of items that can harm a home's plumbing system, the region's wastewater treatment systems, and water quality. It is supported by the Wastewater And Treatment Education Roundtable (WATER), an educational partnership between the North Central Texas Council of Governments, municipalities, and water utilities in the North Texas region. Special thanks to Dallas Water Utilities for sharing the Defend Your Drains campaign with the North Texas region.





Defend Your Drains North Texas (DYD) grew from the City of Dallas's Cease the Grease (CTG) education and awareness campaign.

Dallas was updating their CTG to DYD and shared the resource with NCTCOG for regional use.


Kudos to Dallas for development and sharing of the valuable resource!

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DEFEND YOUR DRAINS NORTH TEXAS

- **Properly dispose items that can damage:**
 - Plumbing systems
 - Wastewater pipes and facilities
 - Water quality
- **Wipes or other items may be labeled “flushable” but don’t biodegrade**
- **Can clog pipes and cause sewer overflows into area waterways**
- **Keep these out of your drains:**
 - Medications
 - Paints, chemicals, pesticides
 - Large amounts of cleaning products
 - Fats, oils and greases



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DEFEND YOUR DRAINS WORKGROUP



NTMWD held an initial DYD Workshop – SOAR Exercise

Results

- **Strengths:**
 - Open Communications and Sharing of Success Stories
 - Shared Resources
 - Consistent Messaging
- **Opportunities:**
 - Creating Common Goal and Clear Unified Multimedia Message
 - Sharing Assets
 - Increase Drop Sites for Oil and Medicines Across Service Area
- **Aspirations:**
 - Protect the environment – reduce SSOs
 - Stakeholder buy-in
 - Inspire Behavior Change
- **Results:**
 - Reduction in SSOs (tracking)
 - Reduction in O&M costs
 - Reduce Hot Spot Occurrences



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DEFEND YOUR DRAINS WORKGROUP

NTMWD Developed a Workgroup of Interested WW Partners

Role of Workgroup



- Determine educational/outreach efforts for increasing regional campaign across service area
- Identify outreach efforts
- Identify educational efforts

Role of NTMWD

- Facilitator for DYD Regional Campaign
- Repository of Resources

<https://filecloud.ntmwd.com/HTCOMNET/Handlers/AnonymousDownload.ashx?folder=0688916e>

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DEFEND YOUR DRAINS WORKGROUP


Short Term: (completed by end of FY17)


Shared Resources for Tabling

- Pop-up banners
- Table cloth and runner



New Digital Resources

- Regional Brochure
- Door hanger





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DEFEND YOUR DRAINS WORKGROUP

Discuss and Identify Action Items

Long Term:


- **Regional monthly topic calendar for consistent messaging – *pending NCTCOG development***
- **Possibility of additional Fats, Oils, and Grease collections sites**
- **Leverage Regional CMOM reporting for benchmarking progress (determine reductions of SSO)**

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QUESTIONS?

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News Stream Project Pipeline


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