



Connecting With Your Community

August 6, 2026 | 1:00pm (EDT)



Let's Talk!

1

Benefits of
connecting
with your
community

2

Ways to
connect

3

Resources

What type of organization do you represent?

- Drinking water utility
- Wastewater utility
- Both drinking water and wastewater
- Other municipal services (e.g., city manager, city clerk, parks department, etc.)
- Technical Assistance Provider
- Nonprofit organization
- State agency
- Other



Connection can...



Communication



Humanization



Pride

Communication

- Updates
- Short- and long-term plans
- Emergencies
- General information
- Fun!





Humanizes

- Utility Staff
- Operators
- Community members

Community Pride

- Contributes to success
- Improves funding flows
- Increases participation





Why is Connection Important?

COMMUNITY | INFORMATION | SUPPORT

Communication



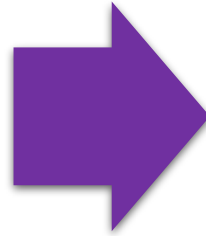
Informed community



Education

Community Support

Value



Support



Community Pride

- Sense of community
- Unity



We Know It's Important!

NOW WHAT?

How do you communicate with your community?

- We gather and evaluate feedback and incorporate it into our plans
- We actively seek feedback when it is time for large improvements
- We ask nicely for rate increases
- Only when they don't pay their bill.
- CCRs are available.



How often do you communicate with your community?

- Daily through social media
- Website is updated as needed
- Only for emergencies/updates
- Only when they don't pay their bill.
- Only when we need a rate increase



Know Your Audience

- Views
- Content
- Platforms
- Accessibility



-
- A 6x6 grid of 36 isometric icons representing various buildings and structures. The icons include houses, schools, hospitals, factories, and other buildings, each on a colored circular base. The colors of the bases are yellow, blue, green, red, and grey. The icons are arranged in a grid, with some buildings having multiple stories and others being single-story. Some buildings have roofs of different colors (red, blue, orange, grey). Some buildings have windows and doors. Some buildings have trees or other landscaping around them. The icons are arranged in a grid, with some buildings having multiple stories and others being single-story. Some buildings have roofs of different colors (red, blue, orange, grey). Some buildings have windows and doors. Some buildings have trees or other landscaping around them.

Emergency Communication

- Is the information getting out to everyone in a timely manner



City-wide Communication

- Is everyone getting updates?



What prevents you from connecting with your community?

- Time
- Staff capacity
- Knowledge
- Skills
- Content creation
- Desire



What resources would be helpful for you to better communicate with your community?

- Toolkits
- Communication plan templates
- One-on-one support to develop a plan
- “plug and play” social media posts
- Content development training
- Any of the above
- All of the above





Resources



Social media
planners



Webpage
templates



Flyer templates

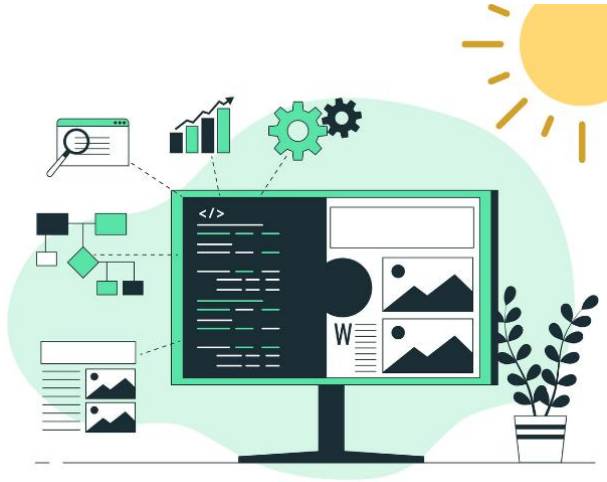


Communication
SOPs

Social Media Planners



Webpages

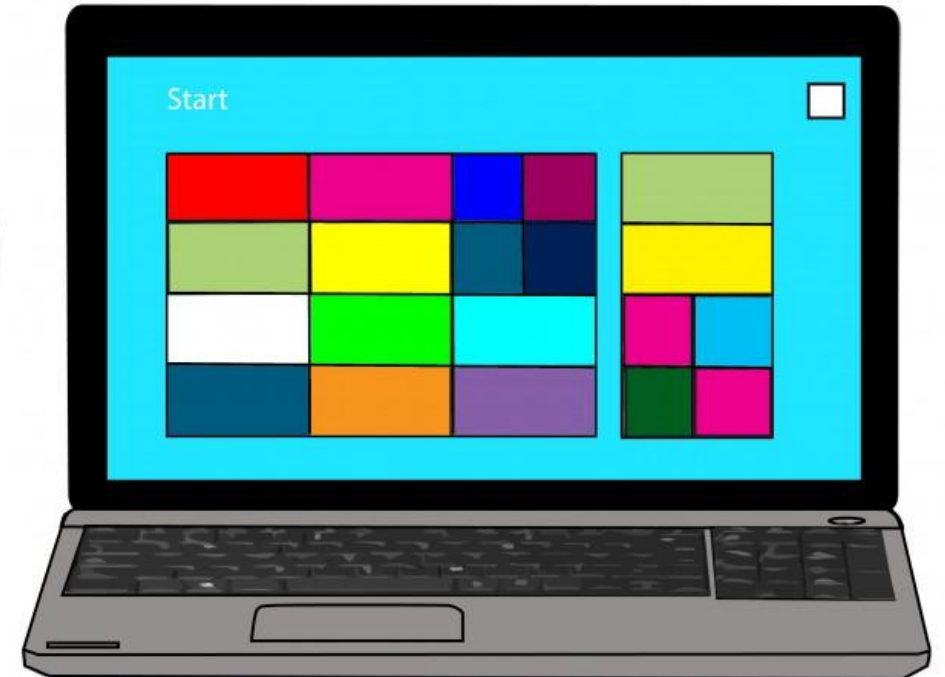
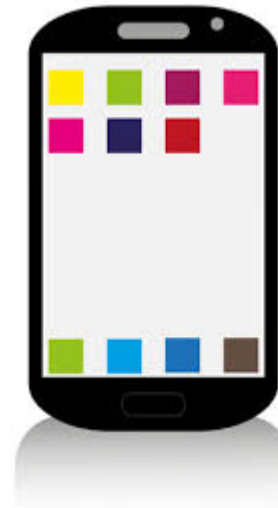


Resources



Communication Services

- Mass Notification Systems
- Nextdoor
- Social media
- Email
- Text messages
- Etc.



Did it Work?



Reduced complaints



On-time payments



Increased participation

Evaluation Process



IDENTIFY THE
CHALLENGE



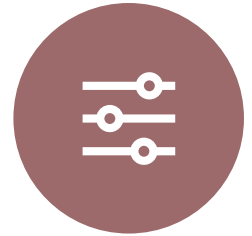
DETERMINE
COMMUNICATION



GOAL



EVALUATE



ADJUST



In short....

Connecting with your community is important
Resources available
Evaluate and adjust your plans



Questions?

Thank You!

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