



COMMUNICATION WITH CUSTOMERS

PRESENTED BY HEATHER HIMMELBERGER, P.E. DIRECTOR SW EFC

It's all about the story
and how we tell it



We learn through stories & we remember stories



What Story is Being Told About Your Facility?



Would Everyone Tell the Same Story?



Governing Body



Operations and
Management
Staff

What would your customers say about the utility?

Customers are concerned about costs associated with hooking up to the utility's water and sewer system.

Are the costs too high?

Is there enough assistance to customers?

Should interest be charged over the years of payback?

What is the money being used for? Why is there money left in the fund?



Water meters should be okay at 85% accuracy; don't need to replace all those meters. Just spent a lot of money on test facility so why don't you just fix meters?

GWA should stop paying for Navy water. It's too expensive.

Why do you need a rate increase for Groundwater??

Rates seem to be raised several times a year now.

What Would the Governing Body Say About the Utility?

Does the governing body set the overall vision regarding what they would like the utility to be?



Is the message shared throughout the utility?

What Would Utility Staff Say About the Utility?

Which staff are customers most likely to come into contact with?

Do these employees receive any training in customer communication?

Is there any effort to ensure that there is a consistent message delivered by all staff?



Operations and
Management
Staff

Worksheet: What Story is Being Told?



Worksheet: What Story is Being Told?

Governing Body

What story would your Governing Body tell about your facility?

CUSTOMERS

What story would operators and managers tell about your utility?

Operations and Management Staff



WHAT ARE SOME CONSIDERATIONS IN TELLING YOUR STORY?

An ornate, gilded wooden frame with intricate carvings of acanthus leaves, scrolls, and floral motifs. The frame is rectangular and surrounds a central white area.

Think about how you
frame the message



What does
the frame
of this
picture tell
you is
going on?



How
does a
different
frame
change
what
you
think is
going
on?

If you don't frame the message.....

**The damage
beyond
the spill**



.....the message will frame you



Visuals



Speak



and children with one another. Dogs need to be trained how to act around children, and vice versa. The latter includes more than simply teaching children how to approach a dog; it is an entire process of socializing, one that gradually teaches a child how to respect a dog as another living creature.

Such an understanding is imperative because children in our culture are exposed to a high degree of anthropomorphic conditioning through television and books. They are constantly exposed to animal figures who act like humans. We have already mentioned Lassie, but there is a long list: Goofy wears human clothes, drives a car, has a girlfriend, Mickey and Minnie Mouse set up housekeeping long ago, Rintin-Tin leads the robbers, saves the family from a burning home, and attacks all the right people. Fairy tales abound with animals that have human traits. Pet-food commercials are filled with animals that talk, dance, sing, open beer bottles, and generally behave like humans. To a child, the dog is a buddy, another child. Children's books of dogs as other people.

An excellent illustrated book by Maurice Sendak, *Where the Wild Things Are*, *Some Small Pups*, is a children's story that attempts to portray realistically what is involved in purchasing and raising a puppy. This is a good book to read with your children if you plan to bring a puppy into the home. From early childhood, try to balance anthropomorphic thinking in your child by providing him or her with realistic stories about dogs and other animals. If your family has not as yet acquired a dog, make a visit with your child to a pound or shelter to expose him or her to interaction with a dog, the variety of breeds, and to the problems of the pet population. If there is an obedience class in your area, why not take your child to it and watch together from the sidelines!

Once a family obtains a dog, parents have the responsibility of teaching their children never to tease her. Unfortunately, teasing is an occupation many children thrive on; it relieves boredom at the same time as it entertains. Children are often unaware of the effects of poking a dog, pulling tails and ears, and running and screaming around a dog. They can easily miss signs the dog is giving that an aggressive response is in the offing. Before you know it, an unfortunate experience can occur. This is your lookout as a parent.

Not surprisingly, the most important thing you can do to teach your children how to act toward a dog is setting a good example. Over

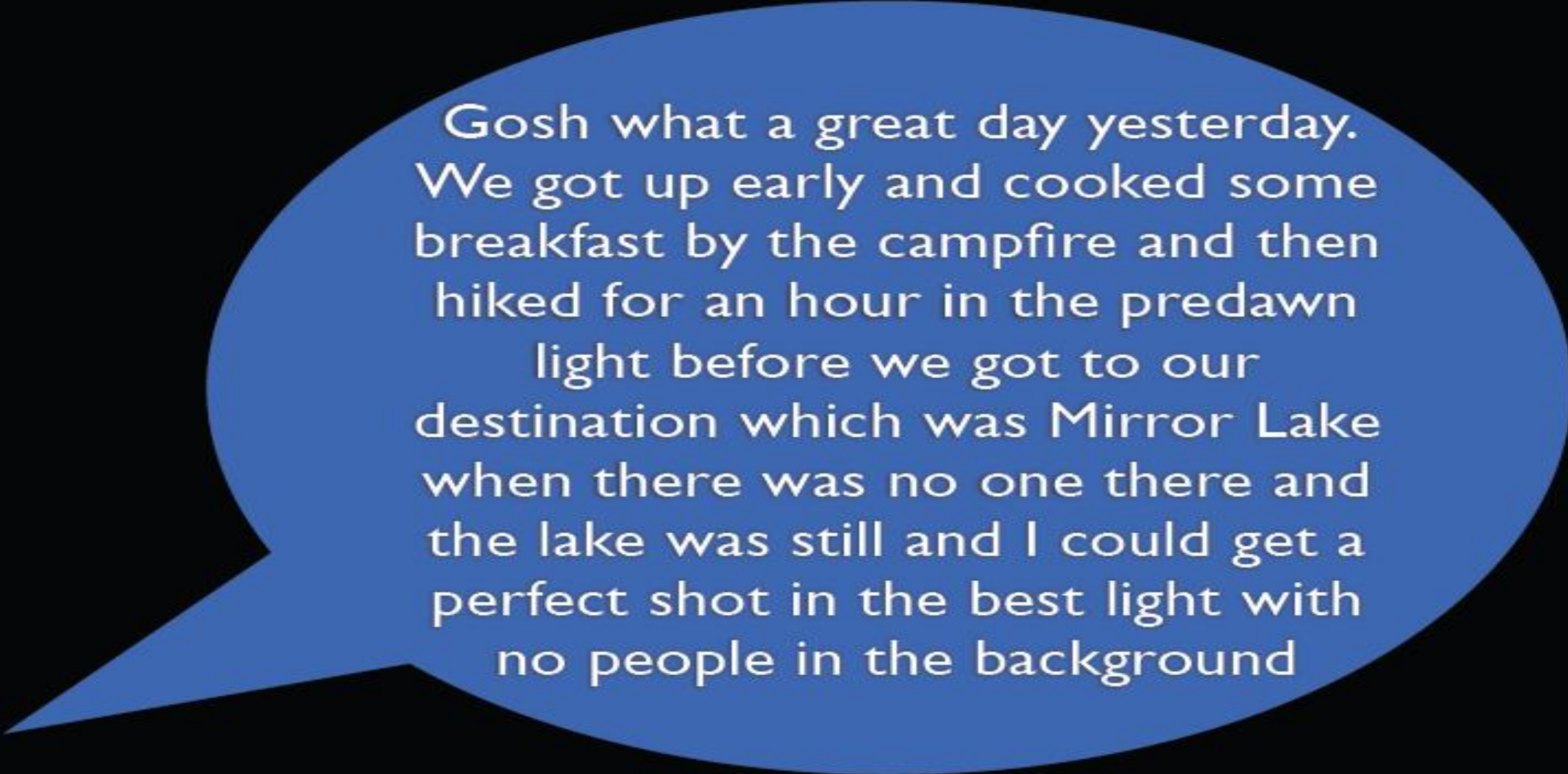
the years in our work, we have seen that children tend to mimic the behavior of their parents toward the dog. If you treat your dog with consideration and respect, your child will see and tend to imitate that attitude. Children have fertile imaginations. By encouraging them to look at things from the dog's perspective, parents can help guide their kids into asking themselves, "Would I want to be treated in such a way?" Additionally, including children in the ordinary chores involved with caring for the dog helps cement the bond of friendship in a way that makes it more difficult for the child to tease and abuse the dog.

What about if you don't have a dog yet? A time-honored technique to help younger children learn how to interact with a puppy is to have them practice with a dog doll first (i.e., teaching them how to pet). We prefer encouraging parents to expose their children beforehand to real-life situations with trustworthy dogs and pups. These can often be arranged with friends and neighbors and have the virtue of preparing children for life with a pet by providing them with hands-on experience. Even if you don't want a dog in the near future, your child will inevitably encounter dogs while playing at friends' houses. Over the years we have noticed that some parents can be overly protective of their children, screening them from contact with dogs for all sorts of reasons. Yet children not exposed to dogs early in life who lives in a controlled and natural way can very easily become fearful or act in ways that invite aggressive responses from a dog. We advise parents in general to teach their children proper manners around a dog whether or not their family has a dog. Here are some basic guidelines we have found helpful:

Never approach a dog while he is eating. Dogs instinctively protect their food, and little children who approach them at this time may provoke an aggressive response. It is also a good idea for you as an adult to desensitize your dog to protective behavior around food. This means using a progressive series of behavior-modification exercises grounded in feeding him out of your hand. But it is also wise to think preventatively. Especially when there are small children around, don't invite trouble. Have the dog eat his meal in his den or in a quiet spot.

2. Never approach a strange dog who is not on leash with her owner. Despite the fact that some dogs may appear to be friendly at first, dogs are capable of a quick, aggressive response if a child

**Our mind
is not a
book**



Gosh what a great day yesterday. We got up early and cooked some breakfast by the campfire and then hiked for an hour in the predawn light before we got to our destination which was Mirror Lake when there was no one there and the lake was still and I could get a perfect shot in the best light with no people in the background



Pictures Can
Impart Values

For Example, What
Does This Picture
Make You Think Of?



What are some values that
would be important in the
water arena?

Trust

Reliability

Quality

Life

Community

Foundation

What pictures could go with these values?



Trust



Quality



Reliability



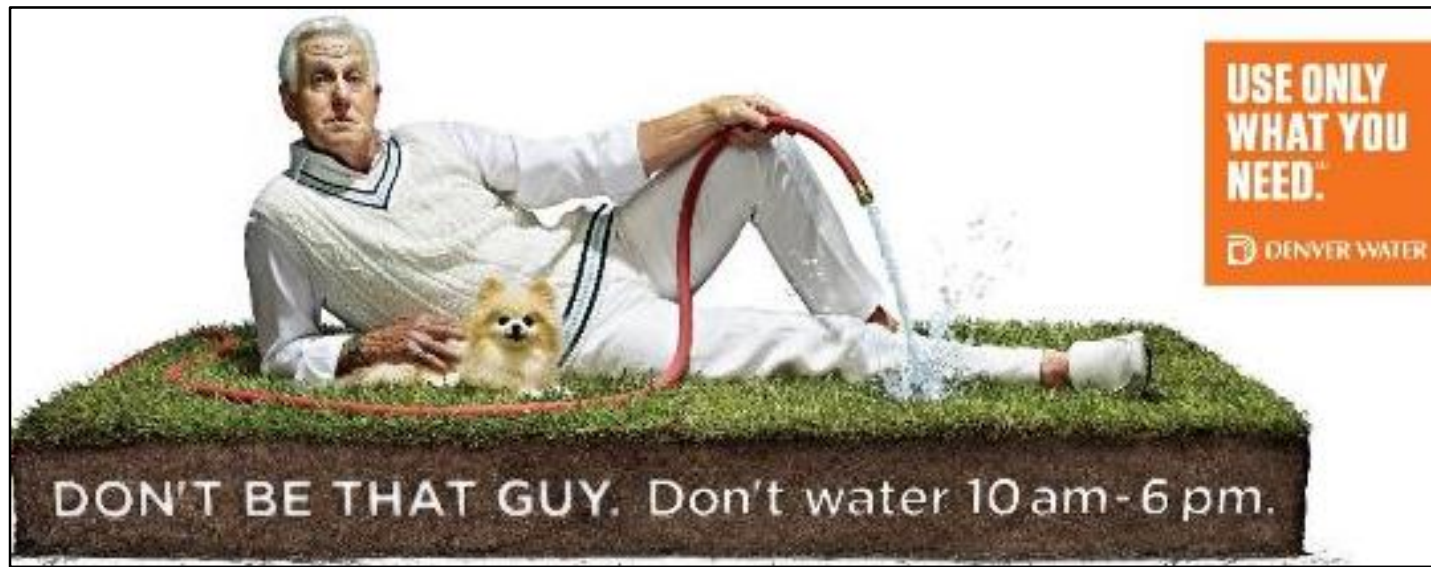
Community



Life



Foundation



Use of
pictures in
environmental
messages

Fecal coliform bacteria machine



The ingredients of dog waste are harmful to children.

**Scoop it, bag it, and put it in
the trash**

101 reasons to pick up pet waste: Number 7

This message brought to you by Canines for Clean Water
Sponsored by the Clark County Clean Water Program

www.CleanWaterDogs.com

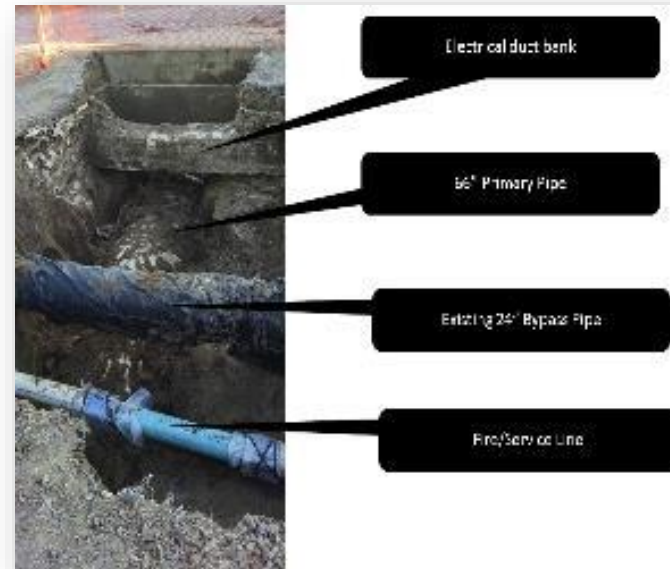
Graphics courtesy of Snohomish County Surface Water Management

Talking About Water is Difficult Because Water Is...

"In the Background"



Complicated




Political



It's Difficult to Get Others Excited About –
Or At Least Interested in – Water...



ISN'T
IT????



Do you know
how often you
turn me on?

If only the water faucet could talk to us. It might remind us how often we turn to it for safe water to drink, to wash our clothes, to prepare our food, to provide us with the everyday quality of life we enjoy. It might remind us that the water pipes below our streets make so many everyday conveniences possible.

Our water bills pay to keep our community tap water safe, reliable and there for us — 24/7 without fail. For more information about what your tap water delivers, visit *[insert utility web address here]*.



(Place Utility
Logo Here)

Presented in cooperation with



Do These
Announcements
Get Your
Attention



When showering, make it a

Quickie.

Shorten showers – save 2.5 gallons per minute.



#DroughtSF

We're in a drought! Hetch Hetchy
water – too good to waste.
sfwater.org/conservation



San Francisco
Water Power Sewer

Services of the San Francisco Public Utilities Commission

Shaking the handle won't fix the
leak even if you

Jiggle it.

Repairing home plumbing leaks – can save
hundreds of
gallons a day.

We're in a drought!
Hetch Hetchy water –
too good to waste.
sfwater.org/conservation



**San Francisco
Water Power Sewer**
Servants of the San Francisco Public Utilities Commission



#DroughtSF

GARDENS GONE WILD

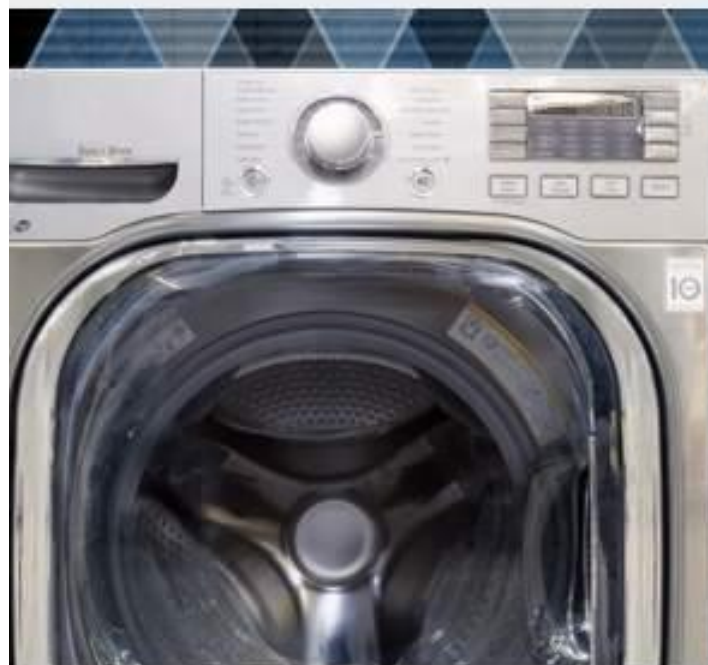
Use native, water-efficient plants. It's a DROUGHT.

BAWSCA
Bay Area Water Supply & Conservation Agency



Hetch Hetchy
Regional Water System

bawasca.org/DROUGHT



GO FULL FRONTAL

Upgrade your washer. It's a DROUGHT.

sfwater.org/DROUGHT



San Francisco
Water Power Sewer
Services of the San Francisco Public Utilities Commission





DON'T LET THEM DRINK TOO MUCH.

**USE ONLY
WHAT YOU
NEED.org**

 **DENVER WATER**

Water
can be
fun!!

WATER IS....



What Does
Water
Mean to
You?















Best of
All, Water
Does All
This for
Mere
Pennies!!!





HOW CAN YOU CHANGE THE STORY BEING TOLD?

Make the Message Meaningful



WATER'S WORTH IT.

Water Environment
Federation
The water quality people

[HOME](#)

[ABOUT US](#)

[WATER NEEDS YOU](#)

[Q&A](#)

[TOOLKIT](#)

[MERCHANDISE](#)

[FEEDBACK](#)

[CONTACT US](#)

Welcome to WATER'S WORTH IT, a new campaign from the [Water Environment Federation \(WEF\)](#) that aims to raise awareness about the value and importance of water, water-related issues, and the water profession. We encourage you to learn more about this exciting new effort and how you can help WEF be a voice for water.

BE A VOICE FOR WATER

Tell a friend, tell a neighbor, tell the world what water's worth to you!



WHAT'S IT WORTH TO YOU?

Indispensable to jobs, the economy, our health and our communities, water runs through our lives in many ways. Water can mean different things to different people but it means **LIFE** to everyone. The Water Environment Federation believes that water's worth your respect, your effort, your health, your future, your loyalty, and our passion. Now we want to know what you believe.

Tell us what water's worth to you!

WHAT'S YOUR "IT"?



Ways to Reach Customers



Lake Josephine Riviera Water is committed to providing Anderson Island with the best tap water possible. Guided by the U.S. Environmental Protection Agency's Safe Drinking Water Act — the water from your tap is thoroughly tested to keep you safe. Even better, tapping into the convenience of pure Washington water through Lake Josephine Riviera costs many thousands of times less than bottled water — just pennies per day.

Tap into goodness. Drink pure Washington water.





Lake Josephine Riviera
Water Department



Tap into
Goodness

2017 Drinking Water CONSUMER CONFIDENCE REPORT

Featuring Calendar Year 2016
Water Quality Results

Getting hands wet to keep an eye on quality

Schools, community groups gain awareness through water testing

By GRACE CHUA

HERE in Singapore, where water that gushes out of the tap is drinkable right away, it is easy to take it for granted. But schools and community groups have taken steps to become more conscious of the state of raw, unprocessed water here by getting their hands wet — they go outdoors to collect water samples from urban canals, streams and rivers for testing.

For the school groups, water testing is a hands-on activity, a science or geography lesson taken outdoors. For civic organisations like the Watershed Watch Society (WWS), monitoring water quality dovetails with the group's aim to educate the public on keeping the waterways clean.

In the last year, WWS has offered to

teach water testing to schools and corporate groups, alongside its regular waterway cleanups and workshops, and has drawn the interest of 15 schools.

Singapore Polytechnic lecturer Kwok Chien-Ko, 56, who started out teaching his own chemical and life sciences students water monitoring techniques, also runs classes for school groups.

So far, seven primary and secondary schools and junior colleges and 50 teachers have picked up from him the basics of measuring water properties such as acidity and water clarity.

The schools are lured by the fact that they do not need to have sophisticated equipment to do it, he said. They are also driven by the growing recognition that simply picking up trash and cleaning up river banks are not enough to keep water quality high.

Some schools have taken water-quality monitoring a step further. In May, a Fairfield Methodist Secondary School group will use their water-testing skills during a trip to Cambodia, where they have a long-term

project to develop simple water-purification solutions for villages.

Singapore Chinese Girls' School, on the other hand, has a water-related project at home — tracking the water quality in a section of the Durian Road canal nearest their school.

With help from national water agency PUB, Singapore Polytechnic, and WWS, they will collect data on: Amount of dissolved oxygen, vital to sustaining aquatic life; Turbidity, a measure of sediments and solids indicative of pollution; and Acidity or pH level, an indicator of how acidic rain in the area is.

WWS, which looks after the Singapore River and the Kallang Basin, has been testing water annually for five years, in partnership with the Environmental Engineering Society of Singapore and PUB. It ramped this up to weekly sessions last year.

WWS chairman Eugene Heng, 60, said monitoring water quality gives the society a heads-up on how well its message against water pollution is getting through to the public.

The water-testing movement here is

still young, he noted, lamenting: "I guess people will understand the value of something like water only when they do not have easy, cheap access to it."

Singapore Polytechnic's Mr. Kwok noted in his blog Water Quality in Singapore: (waterqualitysingapore.blogspot.com) that more national attention and public funds — is now flowing into water-water treatment than into water-quality monitoring.

He believes monitoring water quality to be as important as treating water or recycling waste water in ensuring a supply of clean water for the country, and deserves as much research into finding better monitoring techniques.

PUB and the National Environment Agency have their own water-quality monitoring schemes, but neither involves volunteers or students in these testing programmes.

Community groups pushing for more people to take ownership of water quality here hope to change this. In the United States, the Environmental Protection Agency has a nationwide volunteer monitoring programme, and gives instructions to those willing to do water testing. Mr Kwok said he hoped the agencies here would open up a community-based water-monitoring scheme.

And WWS hopes to collect more stringent data over time for PUB, so that the recommendations it makes will be backed by data. Mr Heng said: "It's still at a learning stage, as our members are ordinary working people, students and retirees."

canj@ph.com.sg



Albuquerque Bernalillo County Water Utility Authority

The Water Authority Board

Trudy Jones, Chair
Alan B. Armijo, Vice-Chair
Richard J. Berry
Art De La Cruz
Rey Garduño
Debbie O'Malley
Mary Hart Stebbins
Pablo R. Rael, Ex-Officio

Mark S. Sanchez, Executive Director

PROJECT: Municipal Effluent & Non-Potable Water

PROJECT MANAGER: John M. Stomp, III, P.E., Chief Operating Officer

DESIGNER: Wilson & Company, Inc.

CONTRACTOR: New Concepts

START: April 19th, 2010

COMPLETE: Oct. 15th, 2010

QUESTIONS: Patti Watson (505) 293-2000 office, (505) 269-9691 cell, pattiw@cooneywatson.com

"Providing Water for Our Future"

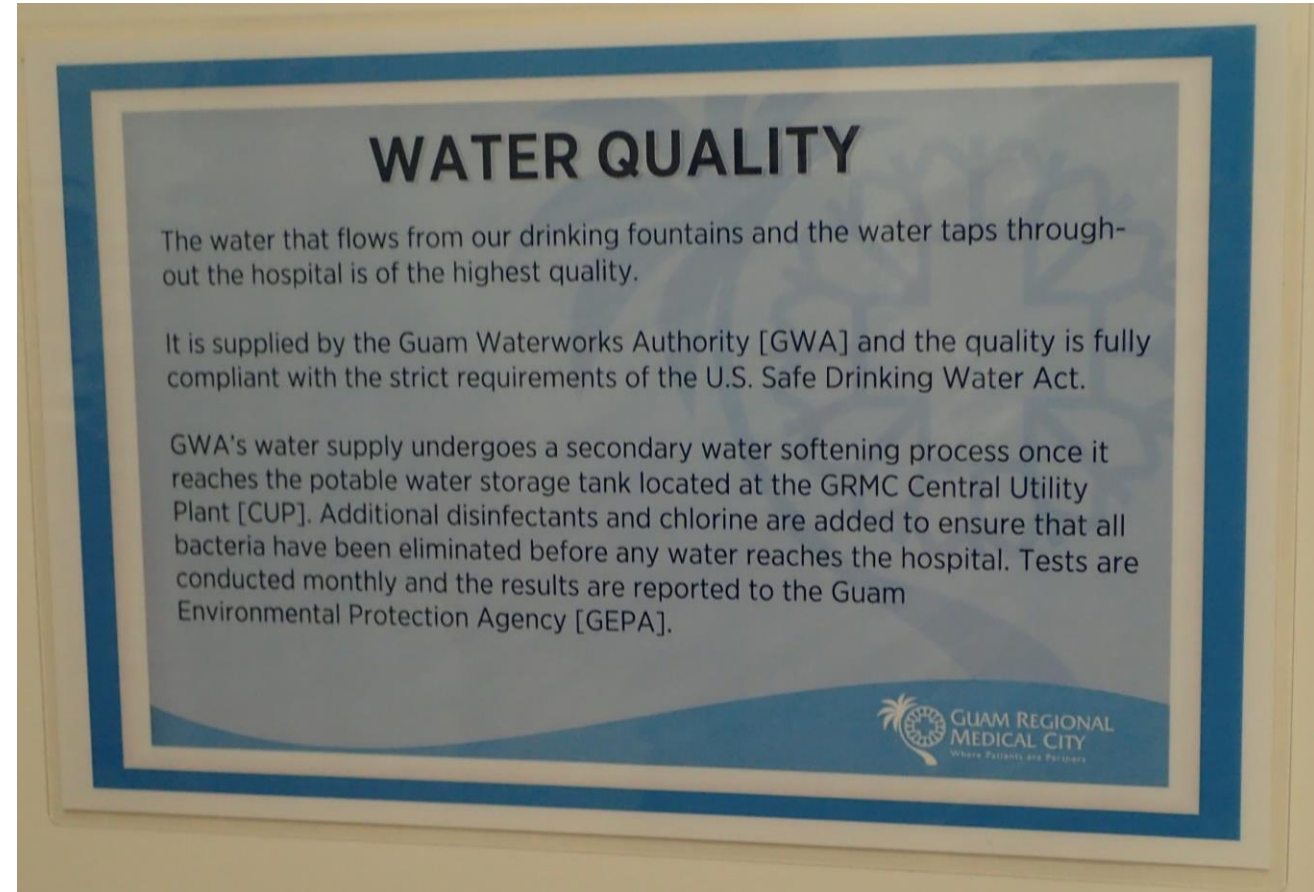
RECLAMATION

Managing Water in the West



YOUR UTILITY RATE DOLLARS AT WORK


Think of Creative Ways to Reach Customers




Ways to Reach Staff

ASSET MANAGEMENT


IF YOU THINK DOING ASSET MANAGEMENT IS SCARY...




TRY NOT DOING IT.

 Albuquerque Bernalillo County Water Utility Authority

ASSET MANAGEMENT



YOU'RE IN THE DRIVER'S SEAT

 Albuquerque Bernalillo County Water Utility Authority

Asset Management Plan Completed



Senior Asset Manager Louis Martinez, standing, confers with Asset Management Coordinator Mark Winslow on the newly completed Asset Management Plan.

After three years and an effort spanning the entire organization, the Water Authority has completed its comprehensive 2011 Asset Management Plan. Approved at this month's Water Authority Board meeting, the plan identifies high-risk infrastructure needs and calls for increased resources for system rehabilitation.

"It's intended to minimize the risk of asset and system failure and allow us to make the right decisions at the right time for the right cost and for the right reasons," said Louis Martinez, the Water Authority's Senior Asset Manager.

Development of the Asset Management Plan, which can be found in the Shared Documents section of SharePoint, began with cataloging all the Water Authority's assets in a database. More than 200,000 assets, valued at some \$5 billion, were identified and then prioritized by risk according to the consequences and probability of failure. The plan was developed with input from a number of consultants, Water Authority staff and the Asset Management Steering Committee, which is chaired by Senior Policy Manager Frank Roth.

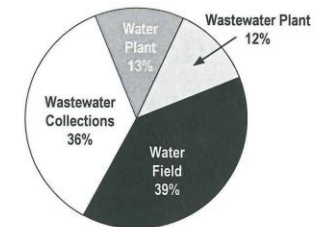
Mark Winslow, Asset Management Coordinator, said the newly completed plan will allow the Authority to "strategically...focus our resources on the highest-risk areas. It's a road map for future asset funding requirements to deliver the expected level of service to our customers."

Mark Sanchez, Water Authority Executive Director, said our utility is one of just a few in the United States to have a comprehensive asset management plan.

"Ours shows we need to be investing an average of \$76 million per year in rehabilitation and special projects to meet our renewal requirements over the coming decades," he said. "Right now we're spending about \$41 million, so our plan is to add \$3 million dollars per year starting in 2017 for 10 years to meet our rehabilitation needs."

The Water Authority Board also has approved the 2012-2021 Decade Plan, a CIP planning document to identify projects and proposed spending over the next 10 years. The Plan incorporated the data and analysis from the Asset Management Plan in terms of identifying and prioritizing capital projects.

Water Authority Asset Distribution Total Water Authority Asset Valuation: \$5 Billion



CONTENTS

Asset Management Plan.....	1
Open Enrollment Q&A.....	2
Meeting Schedule	3
Save Fuel.....	4
First Xeriscape Contestant	4
Training and Certification.....	4

The Water Utility Resume



Communication Workshop



CONTACT INFORMATION



SOUTHWEST ENVIRONMENTAL FINANCE CENTER

Heather Himmelberger: heatherh@unm.edu
(505) 681-7437 Cell
(505)277-0113 Office

Department of Civil Engineering MSC01 1070
1 University of New Mexico, Albuquerque, NM 87131
505-277-0644
swefc@unm.edu
<http://southwestefc.unm.edu>