



# Water System Communication

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# Session Overview

- Explore ways that boards communicate with customers
- Discuss how to handle misconceptions about water systems

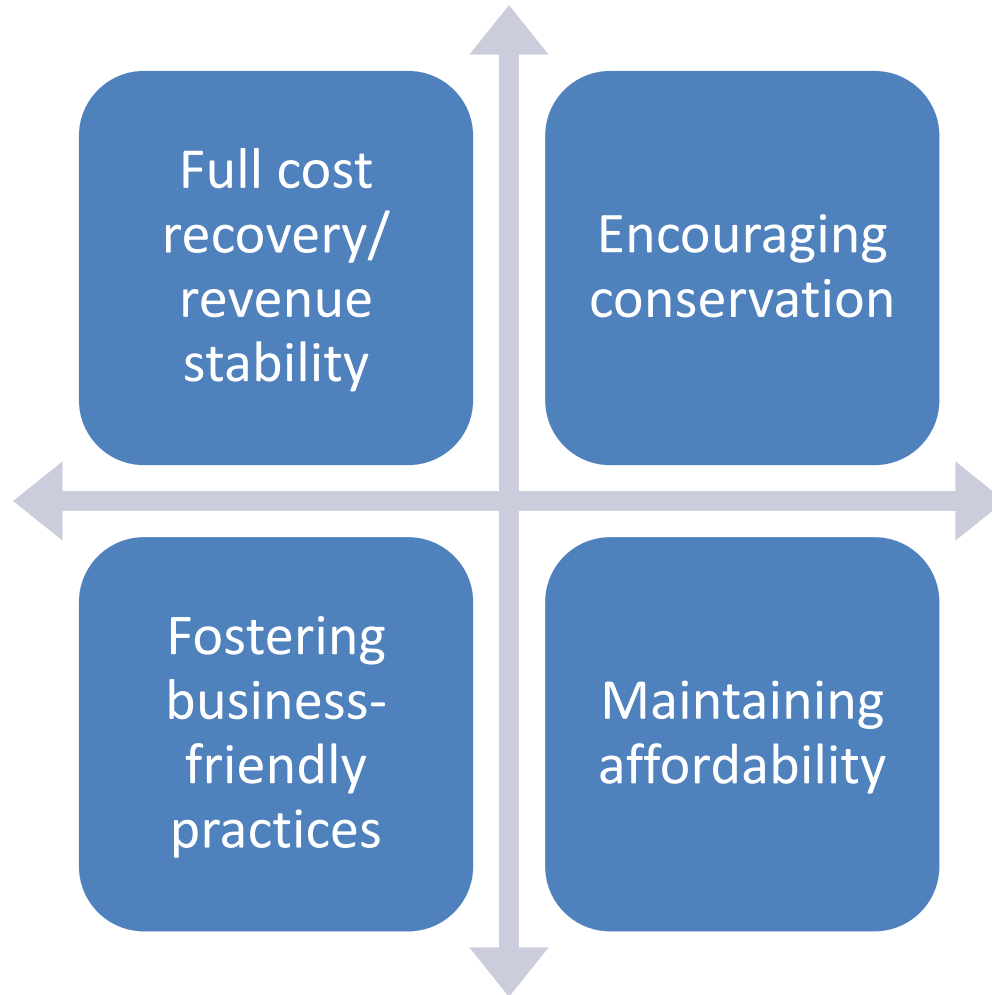


# Communicating with Customers



Rates are the primary way that we as water systems “communicate” with our customers

# Rate Setting Objectives





# Mission Statements

Do you have a mission statement? Do you know what it is?





**What makes a good mission statement?**





## **A Good Mission Statement...**

Uses language customers use

Is concise

Sounds good when you say it out loud

Is memorable

Is specific

Is actionable

## **A Bad Mission Statement...**

Uses jargon

Is really long and rambling

Is full of clauses that are hard to say

Is forgettable

Is vague

Cannot be quantified



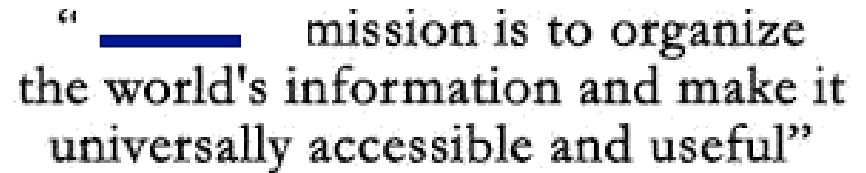
NASA

- To improve life here,
- to extend life to there,
- to find life beyond.



- To refresh the world
- To inspire moments of optimism and happiness
- To create value and make a difference

**TED** Ideas worth spreading



“ — mission is to organize the world's information and make it universally accessible and useful”

– Google

# Water Mission Statements



We provide a safe, reliable, high-quality water supply with superior service and value.



# Water Mission Statements



The Water Utilities Department will develop and maintain a competent team of professionals who strive continuously to improve the level of service to our customers through accurate utility billing, increased technological enhancements, and a greater emphasis on customer solutions, while planning for future needs of a growing and diverse community.



# Water Mission Statements



Albuquerque Bernalillo County  
Water Utility Authority

To assure responsive customers service; provide reliable, high quality, affordable and sustainable water supply, wastewater collection and treatment and reuse systems; and support a healthy, environmentally sustainable and economically-viable community.



# Do Mission Statements Matter?

- Everyone needs to know where the organization is headed & everyone needs to be on the same page
- Some goals are contradictory; which one matters most?
- Board needs to provide support for the things it cares about



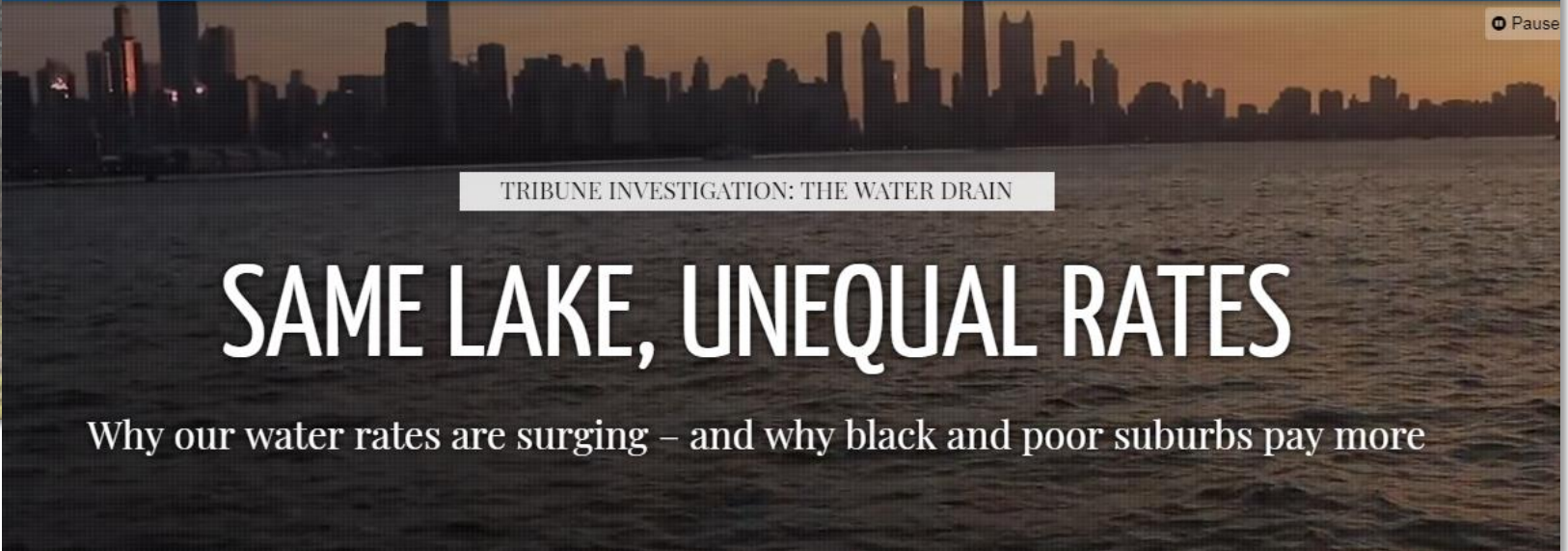
# Rates Comparisons



# Rates Comparisons

The Daily Tar Heel CAMPUS CITY & COUNTY POLITICS SPORTS CULTURE OPINION

## Why are OWASA rates higher than Raleigh and Durham?



Chicago Tribune

Pause

PART 1: Same lake, unequal rates

PART 2: Residents pay for billions lost

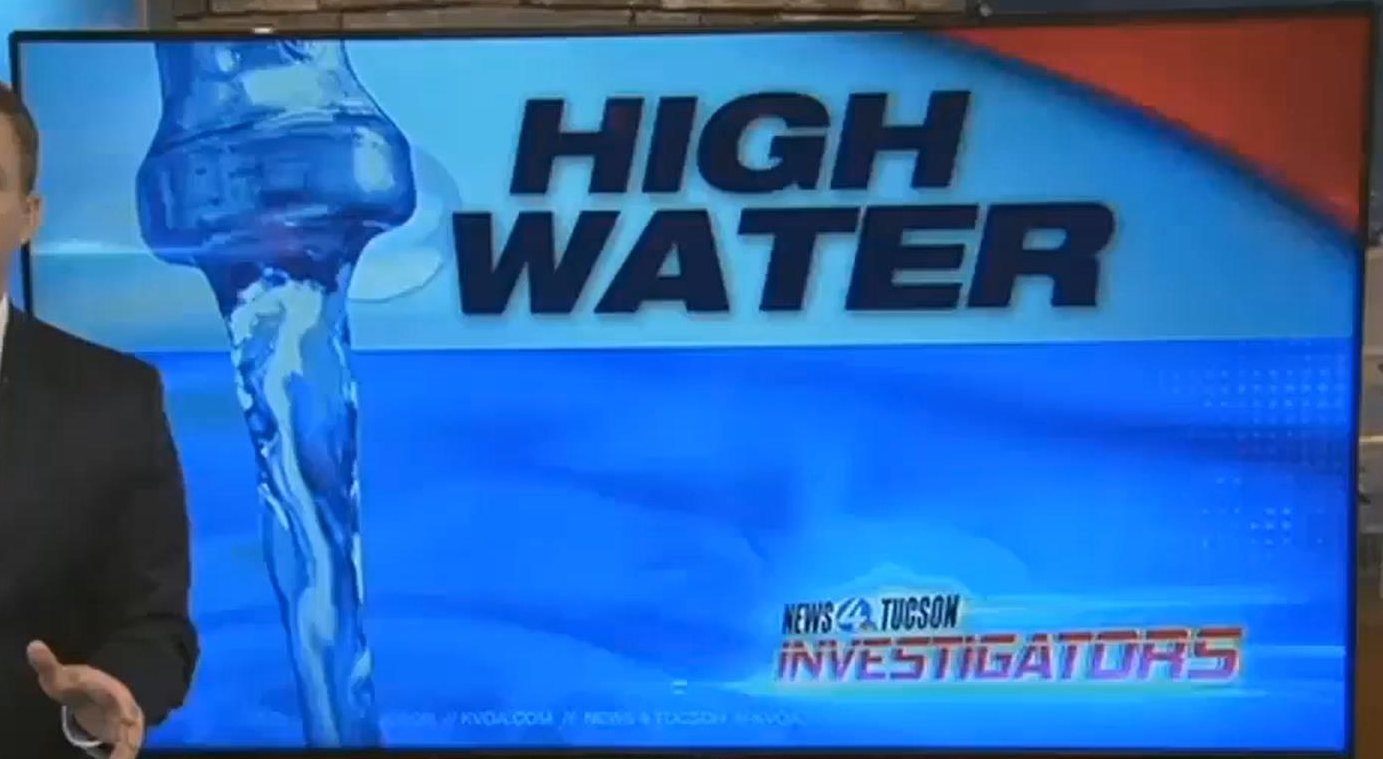
TRIBUNE INVESTIGATION: THE WATER DRAIN

# SAME LAKE, UNEQUAL RATES

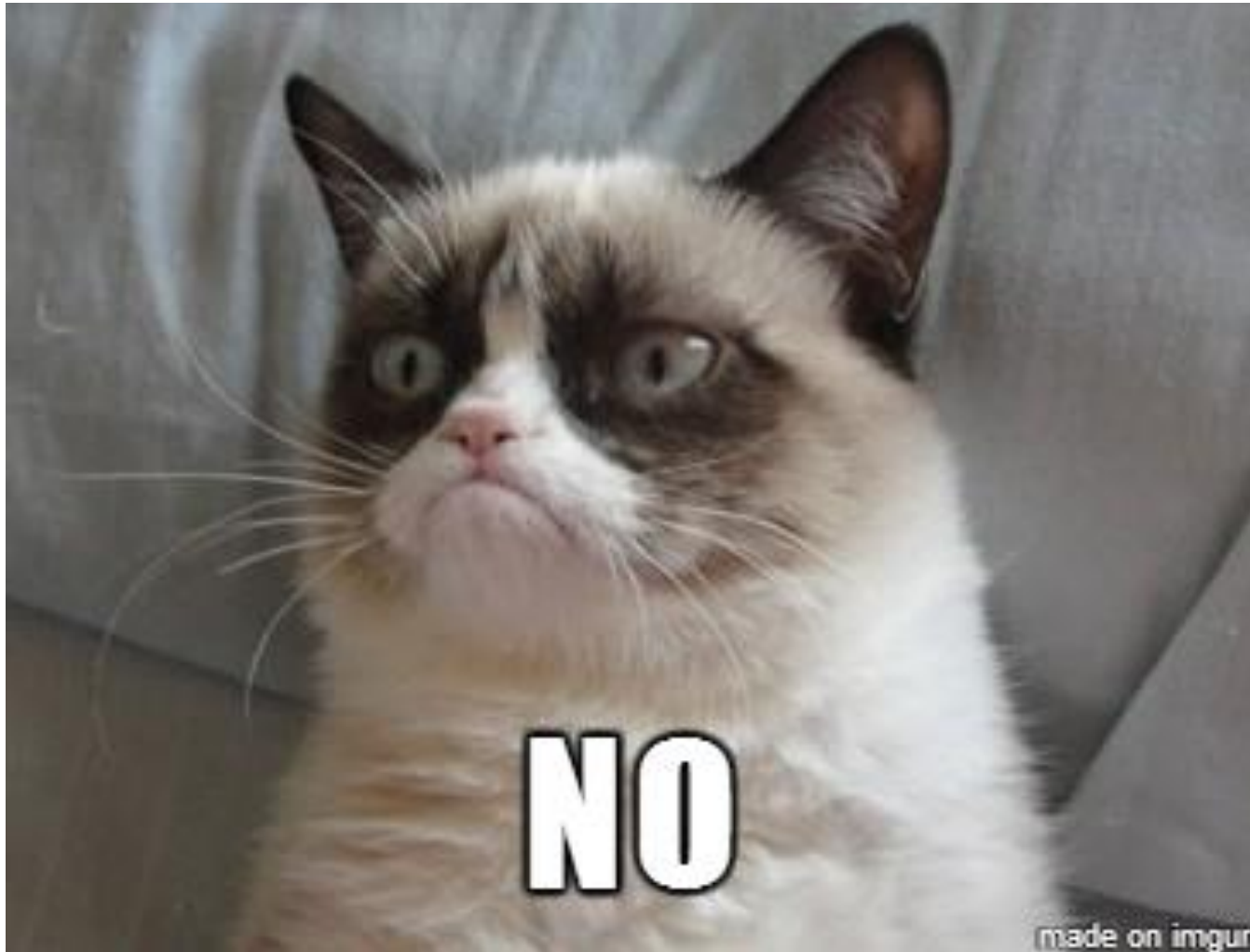
Why our water rates are surging – and why black and poor suburbs pay more



# Rates Comparisons



Is he right? Water is water?





So how do we respond?



# Board & Staff Communication

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