



# **Communication Techniques for Sustainable Rate Setting**

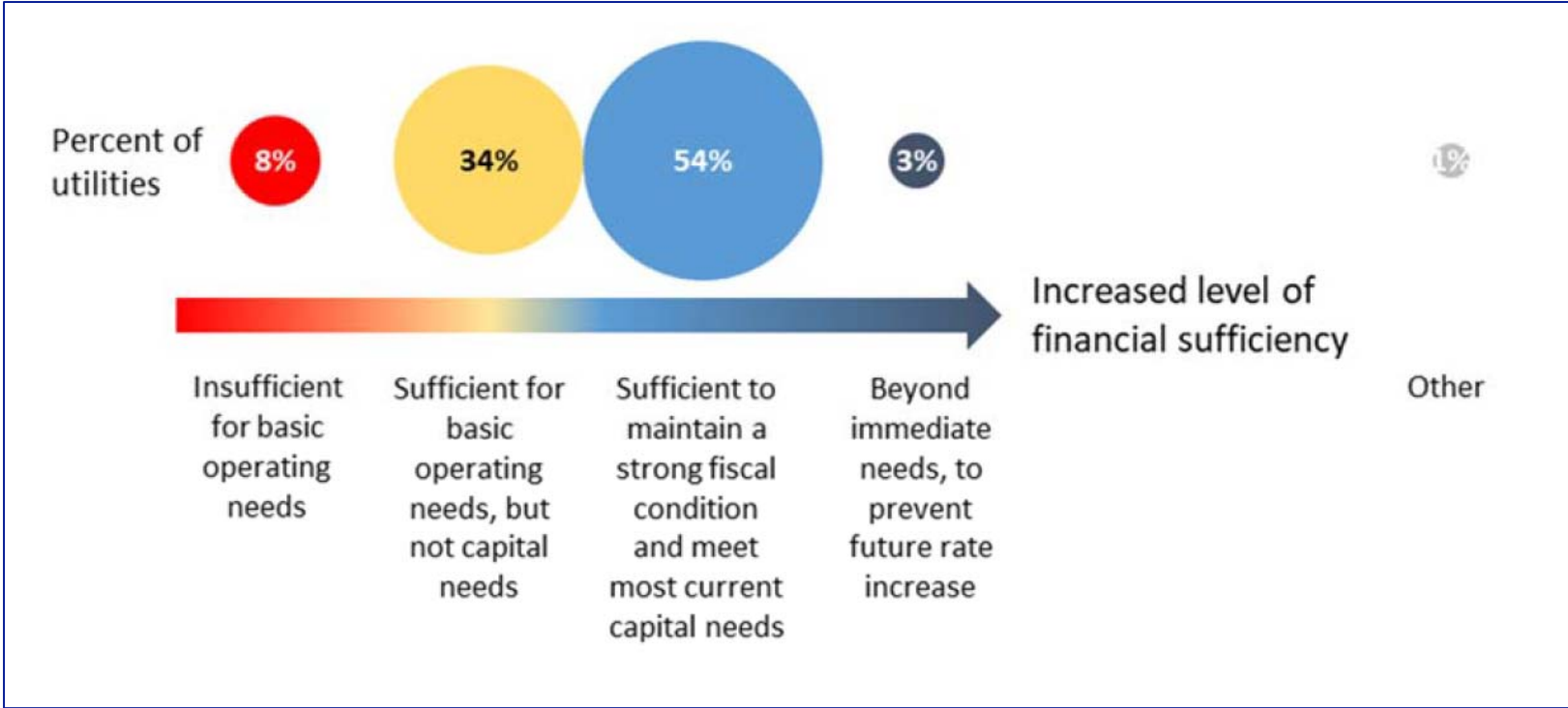


# Session Overview

- Understand strategies for getting buy-in for needed rate increases



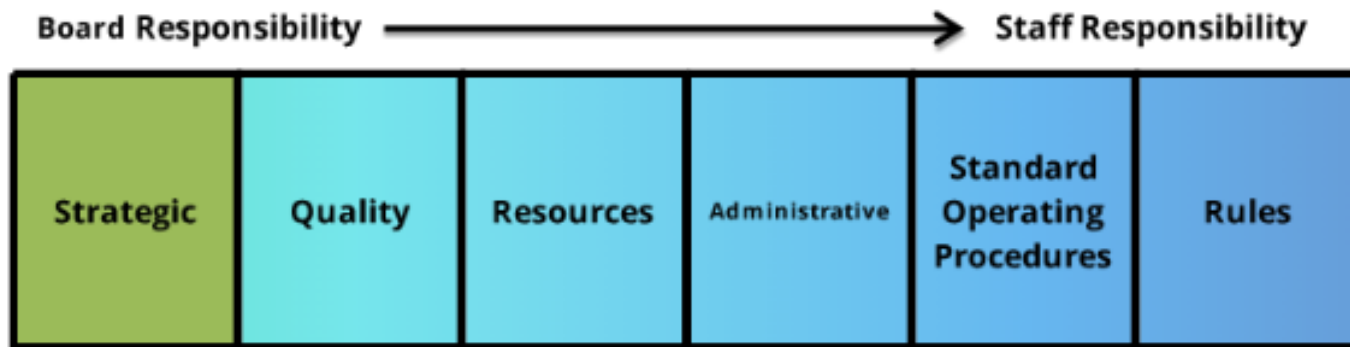
# Are Utilities Asking for Enough?



Source: UNC-EFC: Results of the 2017-2018 North Carolina Water and Wastewater Utility Management Survey



## Difference Between Board and Staff Roles and Responsibilities

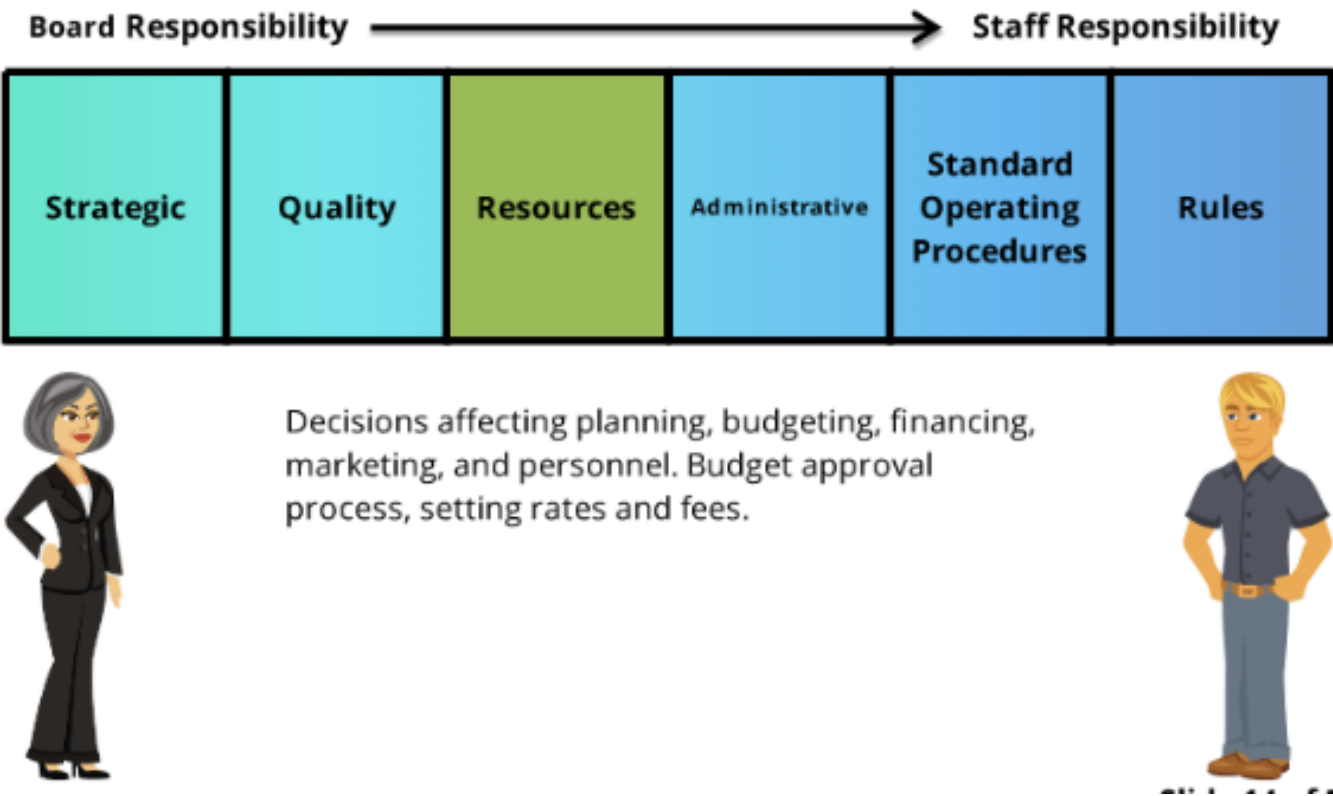


Decisions affecting long-term priorities such as mission, institutional direction, values, priorities and principles.





# Difference Between Board and Staff Roles and Responsibilities





# Some ways of getting buy-in



# Appeal Based on What's Good

**Water has MWRA  
bubbling with joy**

**New process said  
to improve taste**

**By Michael Levenson**  
GLOBE CORRESPONDENT

It is flowing, 275 million gallons a day into our homes, and, boy, is it delicious, state officials say.

Tap water flowing to 2.3 million people in Greater Boston is now dramatically better tasting, officials say, thanks to a new treatment plant in Marlborough that uses ozone to remove contaminants with a decrease in chlorine.

"It's clean, and it's crisp, and it's refreshing, and it's a great product; we'd put the taste of our water up against any bottled water," said Frederick A. Laskey,

executive director of the Massachusetts Water Resources Authority. "Put our water in the refrigerator, and it's great. And our water is great out of the tap."

The ozone treatment not only affects taste, it also makes the water safer and cleaner than the stuff Greater Bostonians have been quaffing for generations, Laskey said.

A 2001 federal appeals court ruling spurred the MWRA to use ozone as a water purifier. The US Environmental Protection Agency had asked the authority to build a more sophisticated water filtration plant to remove contaminants. But the MWRA successfully argued that an ozone system could be built that would make the wa-

**WATER, Page A12**

*"It's clean, and  
it's crisp, and  
it's refreshing,  
and it's a  
great  
product..."*



# Appeal Based on What's Wrong

**2013 REPORT CARD for AMERICA'S INFRASTRUCTURE**

**ASCE**  
AMERICAN SOCIETY OF CIVIL ENGINEERS

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**AMERICA'S GPA:**  
**D<sup>+</sup>**

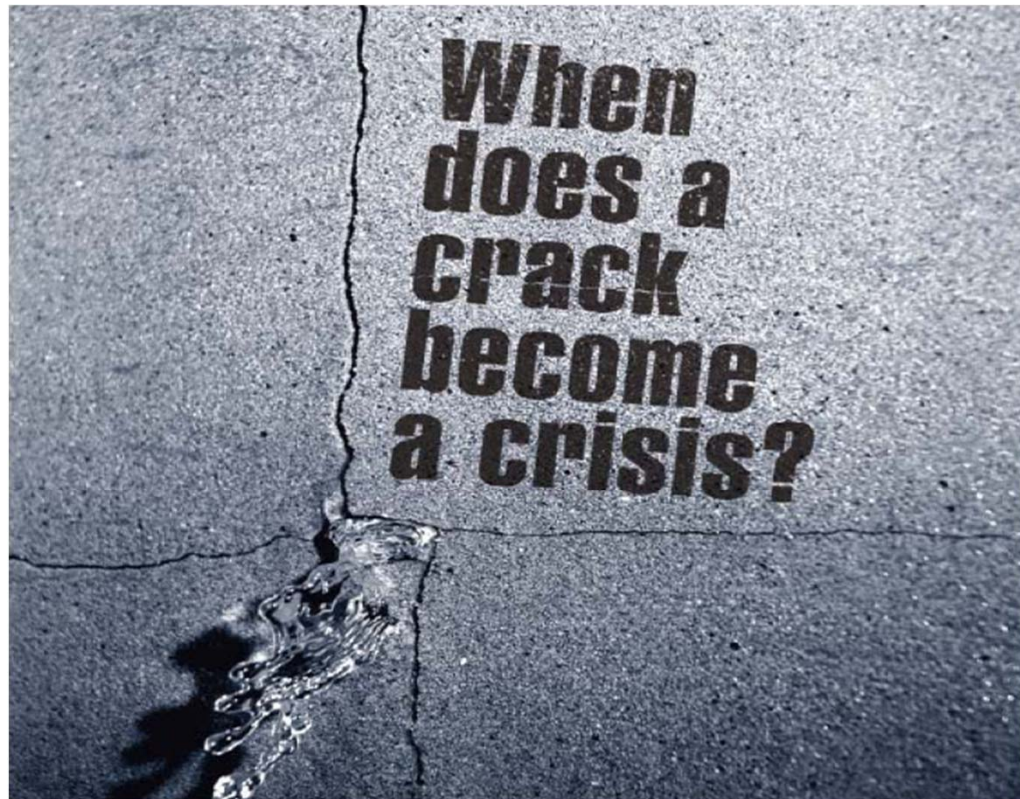
The American Society of Civil Engineers is committed to protecting the health, safety, and welfare of the public, and as such, is equally committed to improving the nation's public infrastructure. To achieve that goal, the Report Card depicts the condition and performance of the nation's infrastructure in the familiar form of a school report card—assigning letter grades that are based on physical condition and needed investments for improvement.

**ESTIMATED INVESTMENT NEEDED BY 2020:**  
**\$3.6 TRILLION**





# Warn of Consequences



**When it shuts down our water and sewer systems.**

Our water and sewer pipes are getting older by the day, putting our community at risk for leaks and breakage. Join us in stopping this problem before it gets worse. Supporting initiatives to invest in water and wastewater infrastructure. For more information call 800-300-3000 or visit [www.WaterIsLife.net](http://www.WaterIsLife.net).



[www.WaterIsLife.net](http://www.WaterIsLife.net)



# A 'Good' Crisis...





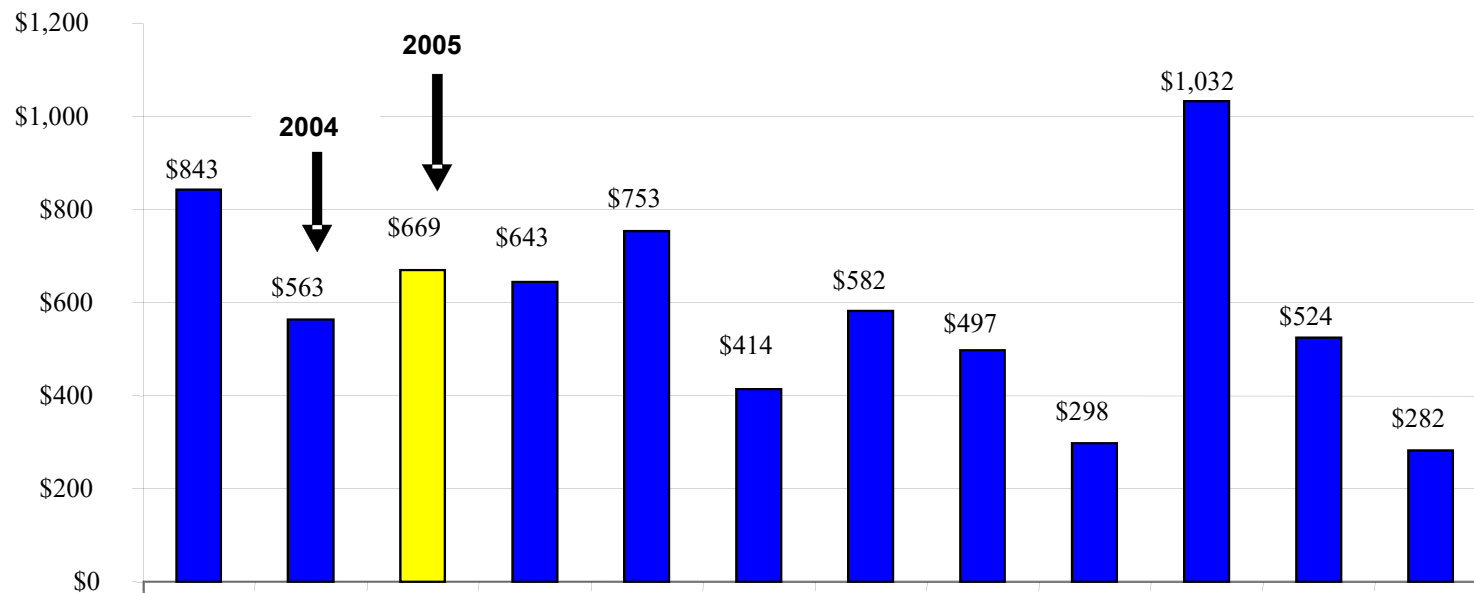
# Use Visuals



Photo Source: [http://www.wuc.on.ca/information/distribution.our\\_watermains.cfm](http://www.wuc.on.ca/information/distribution.our_watermains.cfm)



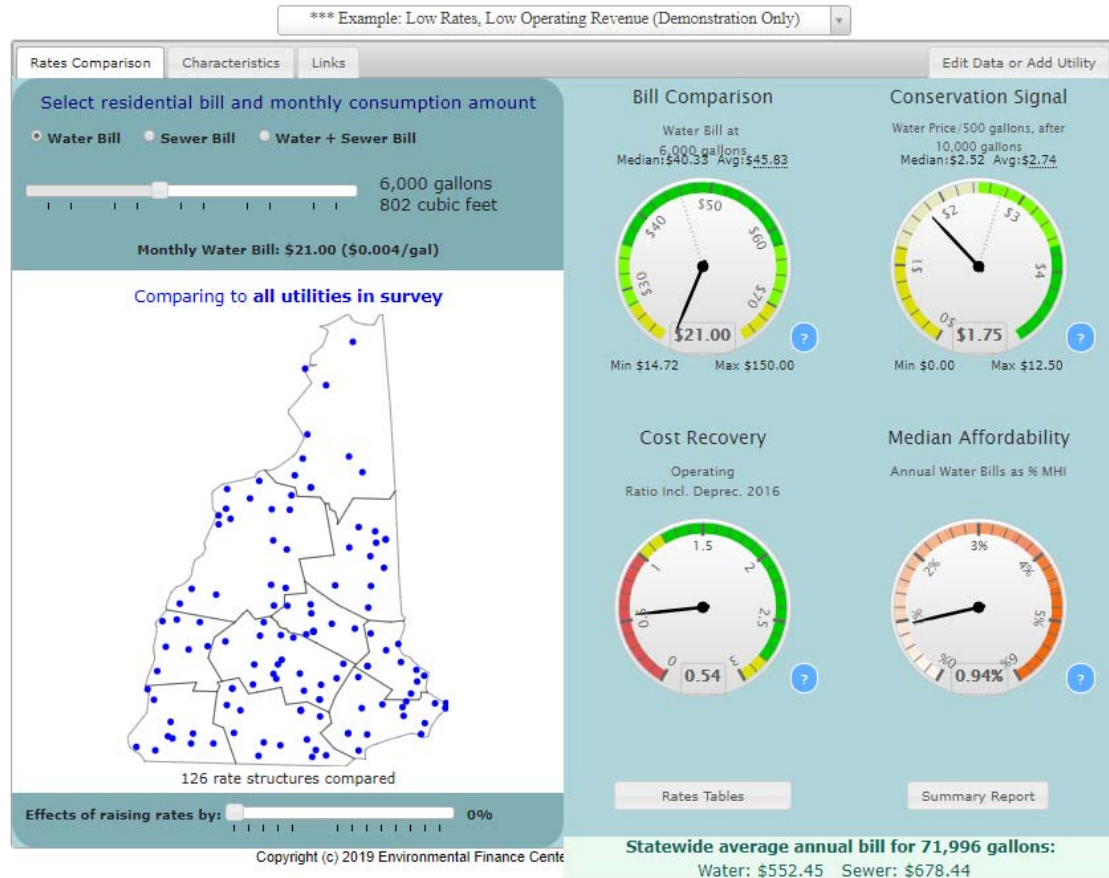
# Financial Benchmarking: Friend or Foe? What is missing from this analysis?



# Don't Race to the Bottom – Look Beyond Rates



NH Water and Wastewater Rates Dashboard  
 Rates as of January 1, 2018  
 Last updated: January 14, 2019





# Communicating a Rate Case

## 2014 Survey on Water System Rate Communication



*Leaders at the Core of Better Communities*



UNC

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