

Public Outreach & Media Relations

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City of Boca Raton
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Florida's trusted source of clean wastewater and protectors of the environment.





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Public Outreach & Media Relations The What and Why



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Public Outreach



PUBLIC OUTREACH INVOLVES ACTIVELY ENGAGING WITH THE PUBLIC, STAKEHOLDERS, AND COMMUNITIES TO DISSEMINATE INFORMATION, GATHER FEEDBACK, AND BUILD RELATIONSHIPS.



IT ENCOMPASSES A RANGE OF ACTIVITIES, SUCH AS ORGANIZING EVENTS, CONDUCTING EDUCATIONAL CAMPAIGNS, PARTICIPATING IN COMMUNITY INITIATIVES, AND LEVERAGING DIGITAL PLATFORMS.



THE PRIMARY GOAL OF PUBLIC OUTREACH IS TO INCREASE AWARENESS, FOSTER UNDERSTANDING, AND CULTIVATE SUPPORT FOR THE ORGANIZATION'S GOALS, INITIATIVES, OR PROJECTS.



PUBLIC OUTREACH EFFORTS OFTEN FOCUS ON BUILDING TRUST, TRANSPARENCY, AND CREDIBILITY BY COMMUNICATING OPENLY AND AUTHENTICALLY WITH THE TARGET AUDIENCE.

Media Relations

Media relations refer to the strategic management of relationships between an organization and various media outlets, including journalists, reporters, editors, and producers.

It involves proactively reaching out to media professionals, pitching stories or press releases, responding to media inquiries, and coordinating interviews or media appearances.

The main objective of media relations is to secure positive media coverage, manage the organization's reputation, and ensure accurate and favorable representation in the media.

Media relations also include crisis communication, where organizations must effectively communicate with the media during emergencies, controversies, or other critical situations.

And Why....



Building Trust



Amplifying Visibility



Influencing Public Opinion



Crisis Management



Harnessing Digital Platforms



Measuring Impact and Effectiveness

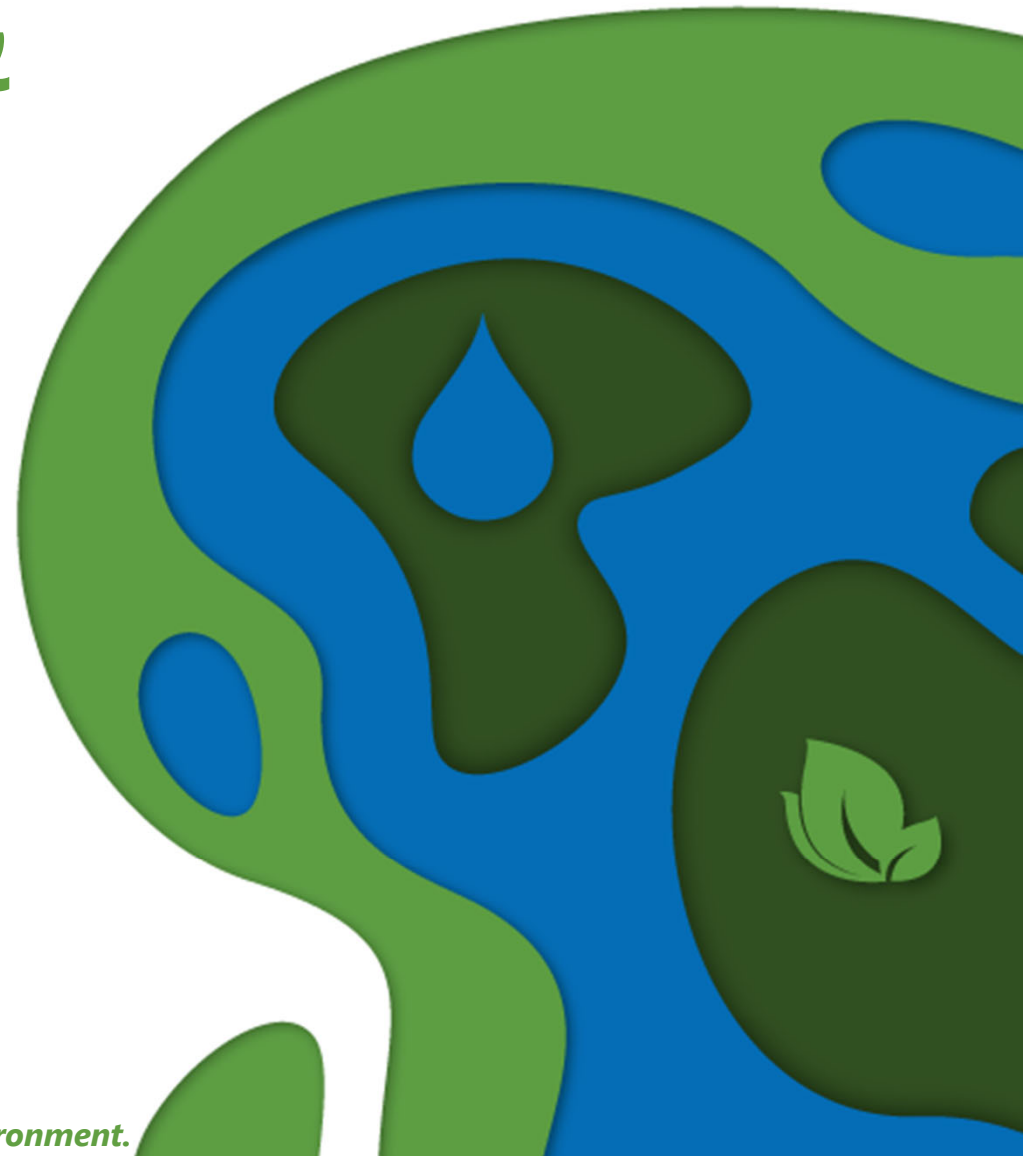


Overall, public outreach and media relations ***are essential components of an organization's communication strategy.***

While public outreach focuses on engaging directly with the public and stakeholders, media relations involve managing relationships with journalists and media outlets to disseminate information and shape public perception effectively.

Both practices are integral to building trust, enhancing visibility, and achieving communication objectives.

Public Outreach & Media Relations Our Progress



Florida's trusted source of clean wastewater and protectors of the environment.



STRATEGIC COMMUNICATIONS PLAN

January 2021

Prepared by:



Strategic Communications

- 01 Introduction**
- 02 The Foundation**
- 03 Brand Awareness**
- 04 Public Education**
- 05 Issue Response**
- 06 Evaluation and Measurement**
- 07 Conclusion**

The Foundation

The Why

***The
What***

The Who

Promise & Position

Our Promise

- Florida's trusted source to collect and clean wastewater and to serve as protectors of public health and the environment.

Our Position

- For the millions of Floridians who rely on clean, safe and affordable wastewater services, FWEAUC's member utilities lead the way at the state, regional and local levels to deliver innovative and reliable wastewater solutions. In partnership with lawmakers, regulators, educators, and the communities we serve, our member utilities share in the responsibility to collect and clean our wastewater and to protect public health and our environment.

Our Story

- We are here. We are here because water quality matters. And because Florida's natural environment is special, and irreplaceable. And most importantly, because our customers rely on us to collect and clean their wastewater in a safe and affordable manner.
- What began in 1997 with 15 utilities in the state demanding an active role in the adoption and implementation of effective wastewater legislation and regulations, has grown to include more than 75 member organizations who are dedicated to protecting the health of our customers and shaping the direction of our industry.
- In the beginning, we understood the value of having a seat at the table, **and our voice needed to be heard on the important issues facing our industry**. After all, we are the ones in the trenches and understand the impact our work has on Floridians and our state's natural resources.
- So, we created an organization that offered a seat at the table. And since that point, we've given wastewater utility providers **a unified voice** as we continue our promise to serve as Florida's trusted source to collect and clean wastewater, and to serve as protectors of public health and the environment.
- Over the years, we have adapted to meet the needs of our customers. And as a result of our constant attention to delivering innovative and reliable wastewater solutions, we've developed new ways of doing things. Better ways of doing things. Our Working Groups, at the heart of our organization, **are responsible for a voice in regulatory and legislative developments**, which support everything from reuse and water quality, to conservation and infrastructure. We'll continue to adapt and leverage technology and listen, to ensure we remain focused on our mission.

We are here. We are here for our customers. For our members. And for future generations of Floridians.





Brand Awareness

Florida's trusted source of clean wastewater and protectors of the environment.




Standardization & Templates

Florida Water Environment Association Utility Council (FWEAUC) BRANDING GUIDE

PRIMARY COLORS

	CMYK: 89 56 1 0 RGB: 5 109 181 HEX: #056DB5
	CMYK: 76 24 0 0 RGB: 0 156 219 HEX: #009CDB
	CMYK: 68 17 100 2 RGB: 97 158 67 HEX: #619E43
	CMYK: 68 59 56 39 RGB: 71 73 75 HEX: #47494B

EXTENDED COLORS

	CMYK: 46 96 0 0 RGB: 155 42 153 HEX: #9B2A99
	CMYK: 8 71 100 0 RGB: 225 106 38 HEX: #E16A26
	CMYK: 0 28 85 3 RGB: 253 189 67 HEX: #FDBD43

PRIMARY FONT

Segoe UI Regular
Segoe UI Italic
Segoe UI Bold
Segoe UI Black

ACCESSIBLE COLOR COMBINATIONS

Text here
Text here
Text here
Text here
Text here
Text here
Text here
Text here



Insert Title Here

Subtitle / Date / Information

Memo

To: Recipient Name
From: Your Name
CC: Name
Date: Date
Re: Subject

To get started right away, just tap any placeholder text (such as this) and start typing to replace it with your own.

Want to insert a picture from your files or add a shape, text box, or table? You got it! On the Insert tab of the ribbon, just click the option you need.

Find even more easy-to-use tools on the Insert tab, such as to add a hyperlink or insert a comment.

Think a document that looks this good has to be difficult to format? Think again! To easily apply any text formatting you see in this document with just a click, on the Home tab of the ribbon, check out Styles.



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sit amet, consectetur
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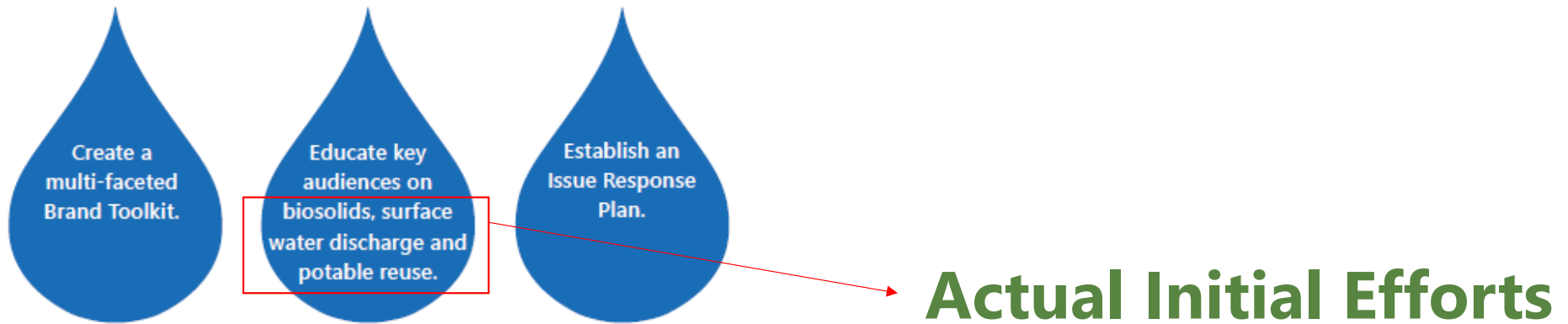


Florida Water Environment Association
5432 Any Street West
Townsville, State 54321 USA

Public Education

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Adaptability



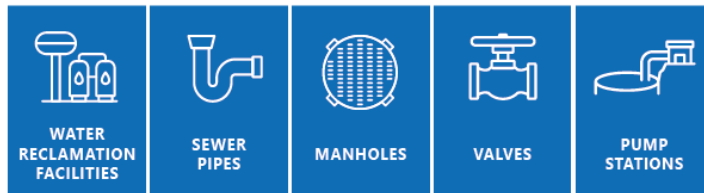
As the voice of Florida's wastewater industry, FWEAUC is ready to tell the story of the sustainability, safety and innovation, supported by science, data and policies.

- Asset Management**
- Potable Reuse**

WASTEWATER ASSET MANAGEMENT

FLORIDA WATER ENVIRONMENT ASSOCIATION UTILITY COUNCIL (FWEAUC)

Wastewater infrastructure includes things you see each day and some things you may not see, like:



And, while you may not think about the wastewater you produce every day or until there is an issue with your service, customers should always know that utilities are proactively taking steps to reduce issues before they arise.

LEARN THE TERM:


WASTEWATER ASSET MANAGEMENT

Wastewater asset management is the term used for proactively maintaining, replacing, upgrading, and securing our critical wastewater infrastructure to keep the utility running.

Asset management is especially important because it makes utilities more **resilient** and able to serve their customers more quickly following natural disasters. In Florida, there are unique environmental challenges such as hurricanes, high annual rainfall, and sea level rise that can have significant impacts on a utility's infrastructure. Flooding from storm surge or severe rainfall events can cause stormwater to infiltrate the wastewater system resulting in system overflows. Proper asset management helps a utility to **proactively** identify potential vulnerabilities within a system before a problem occurs and can also reduce the amount of time needed for a system to be brought back online.

While it is not possible to eliminate these problems completely, utilities follow these proactive approaches to **increase resiliency, reduce the number and severity of issues, and ensure the long-term viability of a community's wastewater system.**

CUSTOMER BENEFITS:

-  Reliability
-  Resiliency
-  Affordability

Adding a section to draw more attention to customer benefits

Adding bullet points and icons outlining benefits



INVESTMENT INTO THE FUTURE

Providing utility services to any community is a large and complex task. In fact, a new water reclamation facility or other infrastructure can cost a community tens of millions of dollars. However, the cost of proper asset management is far less than replacing or rebuilding a facility.

By investing in proper asset management, Florida utilities are minimizing maintenance expenses and operational costs, ultimately enhancing customer affordability and reliability.



HOW CUSTOMERS CAN HELP

Customers can help with their own asset management and help reduce outages or increased maintenance costs (which may be passed to the customer in their rates) by:



Being mindful of what is put down a drain, such as food debris, fats, oils, and grease



Never flushing any type of wipes or other items down the toilet



Never disposing of medicine down the drain or in the toilet

These are harmful to the utility system and can clog pipes and pump stations, requiring expensive repairs and maintenance, and contaminants like pharmaceuticals can be difficult to remove during the water reclamation process.

LEARN MORE:

For more information on how UTILITY NAME is helping to provide exceptional value to their customers, please call NUMBER, email EMAIL ADDRESS, or follow UTILITY NAME on social media at INCLUDE SPECIFIC UTILITY SOCIAL MEDIA HANDLES.

POTABLE WATER REUSE

FLORIDA WATER ENVIRONMENT ASSOCIATION UTILITY COUNCIL (FWEAUC)

Our drinking water is consistently supplied by Florida's surface waters and groundwaters. The demand for these two water sources continues to grow, impacting their natural ecology. Every day, nearly 1,000 people move to the state of Florida, putting an increased strain on the supply of the state's most precious resource: **drinking water**.

Each day, about **1.5B** gallons of wastewater travels through sewers and pipelines to one of Florida's **~2,100** wastewater treatment plants. From there, **900M** gallons of "reclaimed water" are created for use each day in safe, non-drinking applications such as:

- Residential irrigation
- Power plant cooling
- Restoring wetlands
- Aesthetic fountains
- Recharging drinking water aquifers
- And more

- While Florida is a national leader in the use of reclaimed water, much of the state's drinking water still ends up being used for irrigation, which puts an added burden on our available water supply.
- With technological advancements, there are now several innovative ways to purify a portion of the 1.5 billion gallons of wastewater that goes through treatment facilities every day. This is an opportunity for utilities to get the most value out of our reclaimed water and provide a new source for the production of safe drinking water.

RECYCLING OUR MOST PRECIOUS RESOURCE

Reclaimed water has emerged as a viable alternative water supply resource, and in many places, reclaimed water will help ensure the sustainability of Florida's environmental ecosystem while supplying the community's drinking water needs.

WHAT IS POTABLE WATER?

The water that we use to drink and prepare food is called potable water. Potable water has been treated to meet and/or exceed state and federal standards for safety. Potable water is treated extensively to remove microorganisms, bacteria, toxic chemicals, viruses, and fecal matter. The Florida Department of Environmental Protection estimates Floridians consume about 6.4 billion gallons of potable water every day from fresh and salty water sources with varying levels of treatment that include underground aquifers, lakes, rivers, and, in some places, even the Gulf of Mexico via Tampa Bay.

WHAT IS POTABLE REUSE?

There are two types of potable water reuse processes that can take reclaimed water and make it safe for consumption:

Indirect Potable Reuse
Uses an environmental buffer, such as a lake, river, or a groundwater aquifer to help "filter" the water before it is treated at a drinking water treatment plant.

Direct Potable Reuse
Involves the treatment and distribution of water without an environmental buffer.

Highlighted and bolded important information

Updated a graphic that illustrates the treatment process

Highlighted the customer benefits with icons

Added a map of Florida that indicates where utilities have begun testing treatment methods

INVESTMENT INTO THE FUTURE

Potable reuse provides a **safe and sustainable** drinking water source and also **reduces environmental stressors** that have negative impacts on our natural ecology.

The process of sending reclaimed water to a treatment facility for advanced purification is expensive, but it can be far less costly than wasting the water, pumping it in from afar when it becomes scarce, and impacting groundwater and aquifer levels. If water is not recycled and ultimately becomes scarce, utility rates may increase as the utility's cost to supply water will increase.

WHAT CUSTOMERS SHOULD KNOW

Every year, water utilities are required to perform thousands of tests to ensure drinking water is safe and of the highest quality. Through innovative solutions to recycle water, utilities across Florida are able to thoroughly and efficiently treat water, ensuring it is safe and clean to drink. **These solutions** allow utilities to keep rates for consumers down in the long run and ensure **our most precious resource** is conserved for generations to come.

POTABLE REUSE CUSTOMER BENEFITS:

- Affordability
- Sustainable Impacts
- Safe Water Source

Utilities/cities/counties listed below have begun testing treatment methods for potable reuse applications in their communities:

- JEA
- Hillsborough County
- City of Clearwater
- City of Tampa
- City of Plant City
- City of Altamonte Springs
- Palm Beach County
- City of Daytona Beach

Florida Department of Environmental Protection (FDEP) is currently modernizing their current indirect potable reuse regulations and developing new direct potable reuse regulations to establish common and reliable treatment requirements that all utilities can follow.

LEARN MORE:

For more information on how UTILITY NAME is helping to provide exceptional value to their customers, please call NUMBER, email EMAIL ADDRESS, or follow UTILITY NAME on social media at INCLUDE SPECIFIC UTILITY SOCIAL MEDIA HANDLES.



Asset Management and Potable Reuse Tool Kit

February 21, 2023

Other Tools



Issue Response

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Issue Response Plan

Website

FWEAUtilityCouncil.org

Evaluation and Measurement

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Resources



- Member Survey
- Media Hits
- Media Survey
- Website Analytics
- Social Media Analytics
- Community Feedback and Engagement Levels



Thank you Thank you

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