120Water™

LOOKBOOK

PUBLIC ENGAGEMENT

INTRODUCTION

Effective communication between water utilities and customers is paramount in an era where connectivity defines our daily lives. This lookbook explores the pivotal role of transparent, timely, and engaging communication in fostering a resilient partnership.

Discover how these interactions enhance customer satisfaction and enable individuals to make informed decisions about their drinking water. By promoting a culture of awareness, transparency, and education, water utilities can establish trust with their communities.

The EPA's Lead and Copper Rules mandate communication components, including notifications, an online map, education materials, and engagement via sampling.

Discover best practices and how 120Water can help with communication needs.

Creating Effective Communication Strategies with 120Water.

120Water is deeply invested in the success of our customers, going beyond building your LCRR inventory. Our team of experts supports you in understanding LCRR compliance and identifying top communication best practices. Leveraging our Partner Network, our customers can develop effective communication collateral and implement proven community engagement strategies.

To improve your communication strategy, we follow these four key steps:

- Evaluate your current communication strategies.
- Develop a comprehensive plan that emphasizes LCRR compliance and trust building.
- Design communication materials using customized campaigns or 120Water templates.
- Utilize 120Water software to implement your strategies. Our software can:
  - Distribute your materials (digitally and via USPS)
  - Track and audit your materials
  - Establish public-facing transparency portals.

Printed Notifications

Elevate your communication strategy with the power of printed notifications!

The Marketing Rule of 7 principle states it takes seven "touches" before someone will act upon your call to action. Sending print notifications, such as letters, postcards, and door hangers, ensures that vital information reaches every customer, regardless of their digital access.
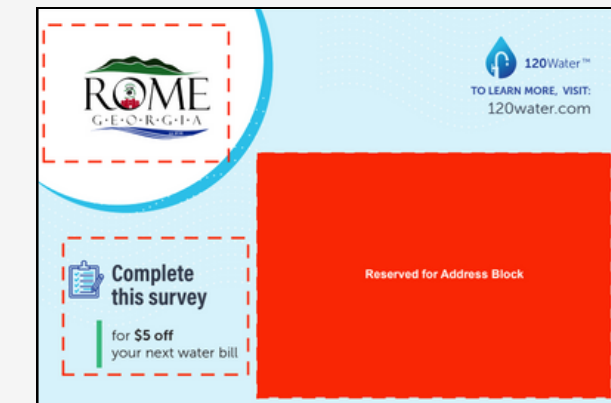
This multi-channel approach complies with regulatory requirements and provides a documented record of our communication efforts. While digital communication remains pivotal, our strategy, enriched by printed notifications, reflects a dedication to transparent and inclusive outreach.

120Water has customizable templates you can automate directly within the 120Water platform to save valuable time and resources and meet the LCCR requirements. Customizable templates can include but not limited to:
- 30-Day Notification Letters
- 24-Hour Action Level Exceedance Message
- Annual Notifications
- Verification Call to Actions

Customizable Templates

Distribute and Track

Educational Collateral

Educating customers before encouraging them to take a call to action is a strategic endeavor that goes beyond the transactional surface. By delving into the "WHY" behind your approach, you can enhance your customer's experience, creating a positive view of your utility and establishing enduring relationships built on trust and loyalty.

Educational initiatives aren't merely about addressing concerns and setting expectations but also about empowering customers with the confidence to act. Offering educational materials ahead of surveys or calls to action serves a dual purpose – it equips customers with the necessary knowledge and clarifies the significance of their engagement.

Our commitment to developing these materials for your organization, crafted by our 120Water experts in compliance with EPA standards and industry best practices, underscores our dedication to transparency, customer empowerment, and the establishment of meaningful connections.

Customizable Materials - Add Your Logo, Distribute Through Your Channels
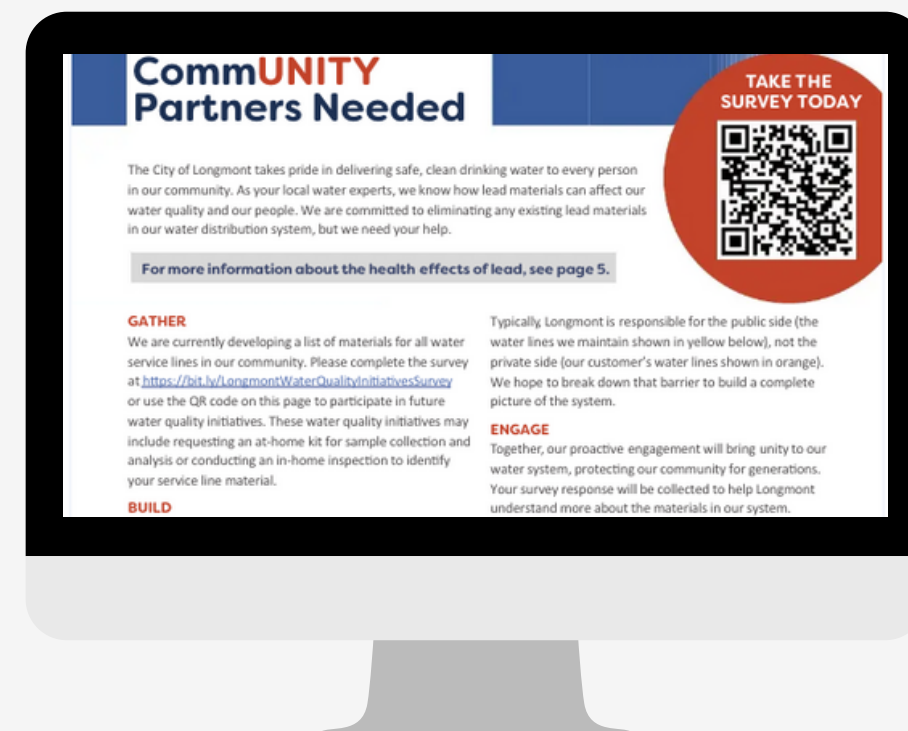
Educational Collateral Examples:

- Potential Health Effects of Lead Exposure
- How to Reduce Lead Exposure
  - Daily/High-Velocity Flushing
- Verifying Your Service Line Materials
- Lead Service Line Removal and Replacement
  - Using Filters and Point-of-Use Devices
- Sampling and Monitoring LSLs
- Health Risks of Lead in School and Childcare Facilities Drinking Water

Digital Strategies

Water utilities can communicate better by using digital marketing in addition to their print strategies. With around 90% of the US population using digital platforms, prioritizing digital marketing strategies can help raise awareness about water utilities' services, educate the public on issues such as lead in drinking water, and build positive relationships with the community.

Water utilities can tailor their communication to specific demographics and interests, making messaging more effective and providing efficient customer support throughout water projects or crises. It empowers you to connect with your audience and address community needs with agility and precision.

120Water is here to help you develop cost-effective digital tools and implement data-driven decision-making strategies that adapt to the ever-changing customer behavior, ensuring continued relevance in an increasingly digital world and compliance in your LCR programs.
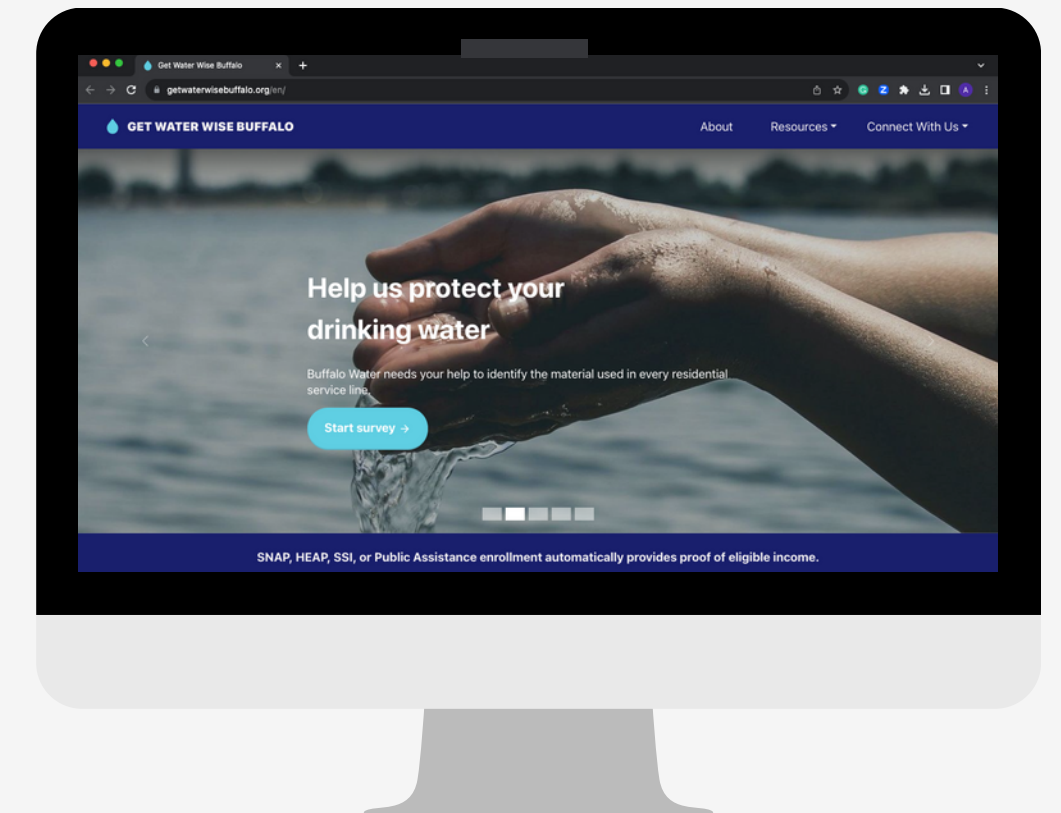
Digital Strategies to Implement:

- Email Marketing
- Social Media Marketing
- Content Marketing
  - Blog Posts and Articles
  - Videos and Infographics
- Webinars and Virtual Events
- Interactive Content:
  - Surveys
- Optimizing for Mobile Devices
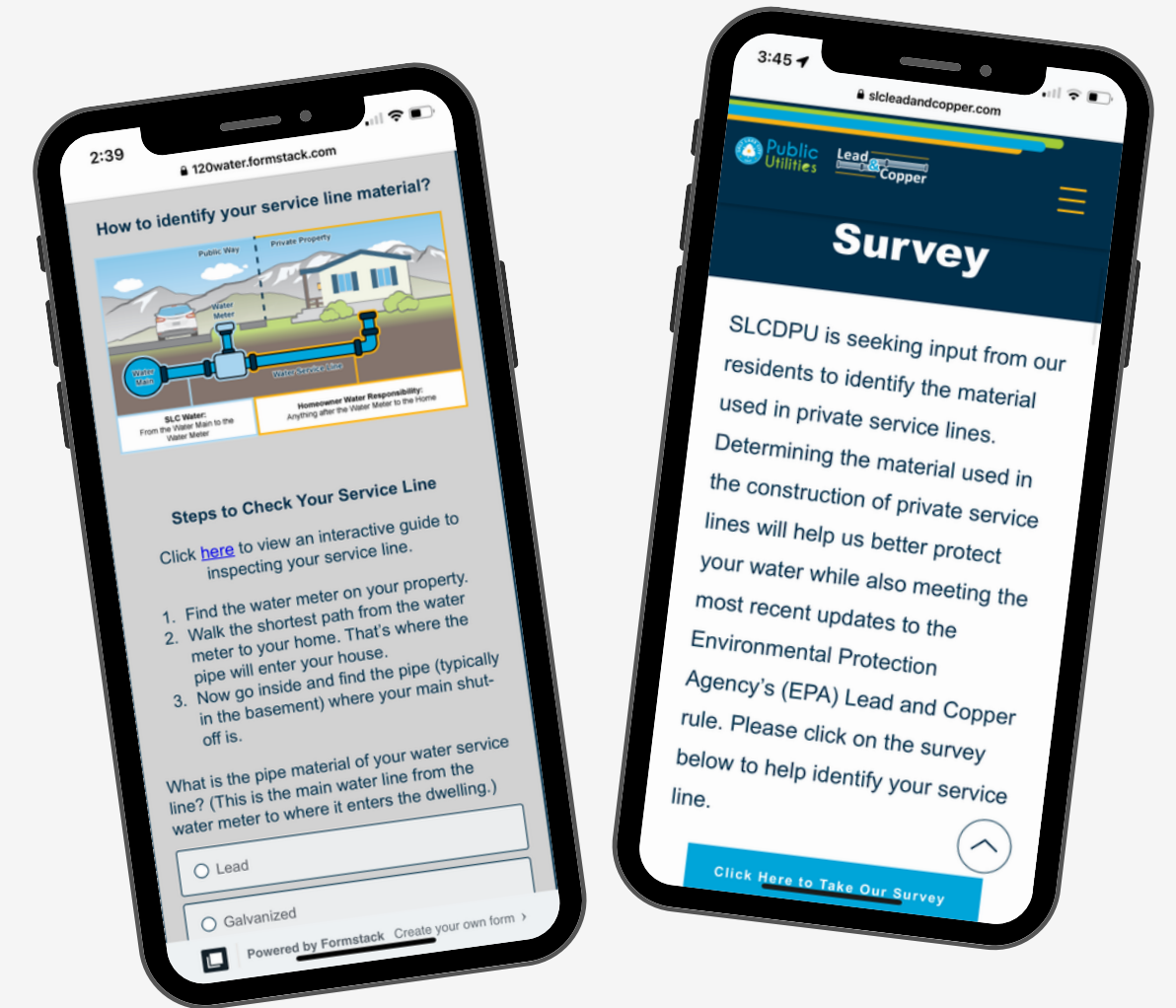
Click the Links for Examples

- Salt Lake City Public Utilities
  - Website
  - Survey
- Buffalo Water
  - Get Water Wise

Public Transparency Dashboard

The Lead Copper Rules mandate that water systems disclose their lead service line inventory to the public by October 16, 2024.

The 120Water Public Transparency Dashboard (PTD) keeps water systems in compliance, offering a real-time map view of your consumer's inventory data. With this tool, you can easily publish, share, and manage your inventory display to the consumers of your choosing.

By showing your inventory in real-time on the PTD, you can provide insightful data on inventory materials to inform your consumers who might be at risk for Lead or other contaminant exposure.

Using the 120Water PTD, your system can inform and update consumers on inventory development with a click of a button. How easy is that?

120Water PTD is a foundational anchor for your communication with your consumers, promoting transparency and interaction.

- 120Water currently offers
  - Public Water System PTD
    - View Buffalo Water's PTD
  - Schools PTD
    - View Water Quality Dashboard
- In the near term, we will offer
  - State PTD
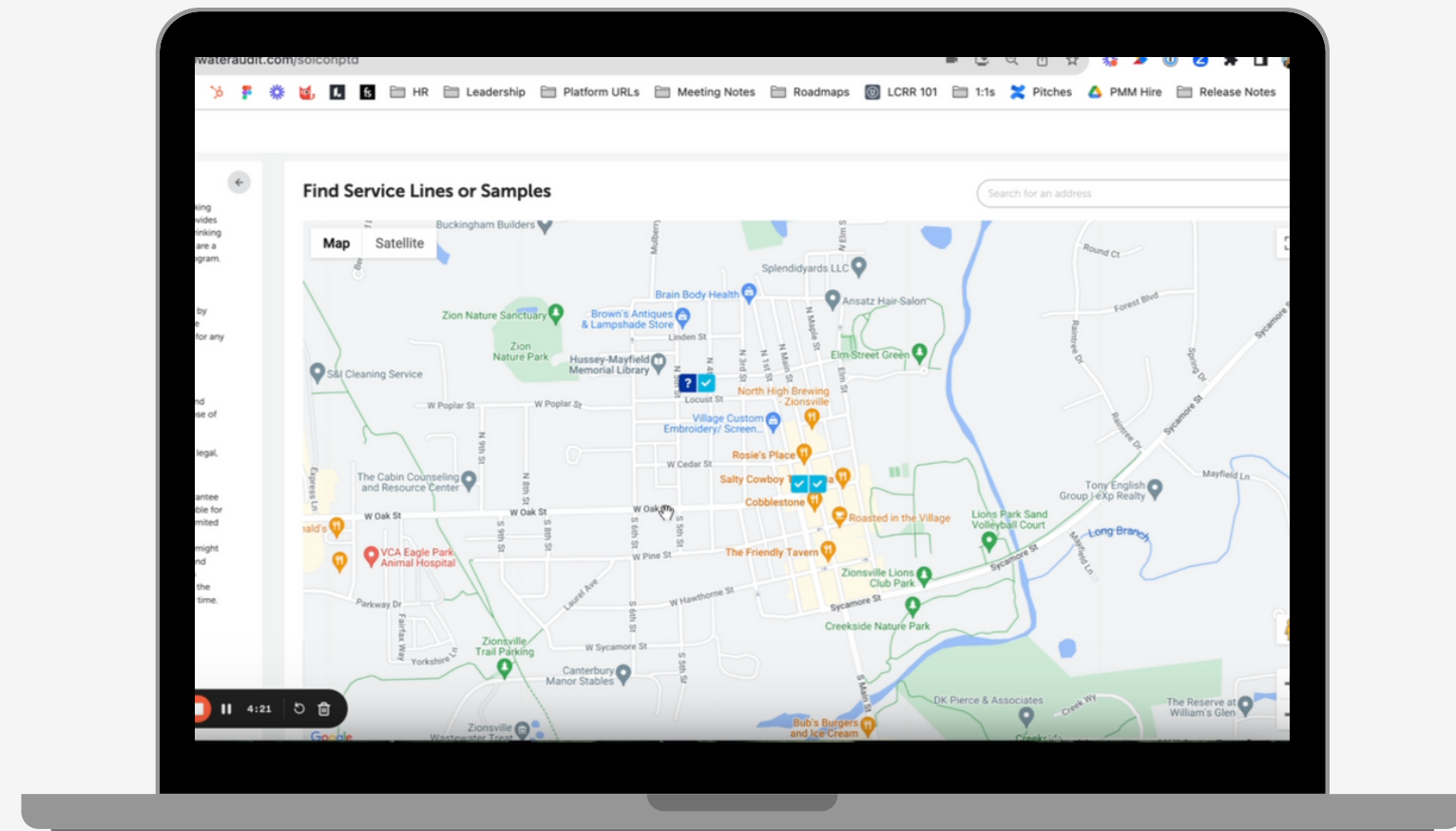
WATCH THE FULL VIDEO

Featured Success Stories

BUFFALO WATER
Service Connections: 75,000

"Just start somewhere," and improve as you go! Increased outreach led to increased engagement.

⌄

READ MORE

CITY OF SMYRNA, GA
Service Connections: 16,000

Proactive communication and outreach tactics helped provide 1,200% savings in verifying lines.

⌄

READ MORE

SILVER CREEK WATER
Service Connections: 8,000

Going the extra mile to connect with customers, Silver Creek Water created a simple verification video.

⌄

WATCH THE VIDEO

Customer Highlights

★ ★ ★ ★ ★

Mora McLaughlin, Pittsburgh Water

"We had to put a lot of groundwork into community meetings to present on lead, sometimes four or five in a neighborhood before construction started... However, we had to be reactive to a violation; there was no choice. If you're in a position where you can slowly roll this out and drip it into the consciousness of your community over a couple of years to get them ready for the construction, it's a much better way of doing it."

Bo Jones, City of Smyrna, GA.

"Some advice I'd give is to get started immediately. The process will take much longer than you think, so starting early and getting professional help is critical. And when it comes to funding, tell your story! Tell a good personal story; talk about your citizen base, the age of your community, historical aspects, and the age of infrastructure. Don't focus only on the technical and engineering needs; tell your story. "

PUBLIC EDUCATION

NEWS COVERAGE

Here For You!

Did you know that 93% of water utilities in the US serve populations of 10,000 people or less? Moreover, 85% of utilities operate with three or fewer employees. We understand the challenges of the ongoing compliance journey—that's why we are here for you!

At 120Water, we're dedicated to developing tools enabling you to manage, create, and track consumer communications. Please visit 120water.com today to learn how 120Water can assist you with your LCRR communication needs.

120Water™