

Public Communications Camp: Tools to Engage, Motivate and Reassure Your Community

October 27, 2022

Durham Conference Center, Durham Water Resource Recovery Facility

16060 SW 85th Ave, Tigard, OR 97224

\$190 members / \$205 non-members

Lunch, coffee, snacks included

CEU's Requested: 0.625

8:00-8:30: Registration

8:30-8:45: Welcome and introductions

8:45-9:15: How Well Do You Know Water?

Loralyn Spiro, Metropolitan Wastewater Management Commission

This interactive game will test attendees on their knowledge on the world of water and provide everyone with an opportunity to get to know each other.

Loralyn Spiro has worked in the communications and marketing field for more than 25 years. She is the AIC Communications Supervisor for the City of Springfield's Development and Public Works Department and Eugene-Springfield's Metropolitan Wastewater Management Commission. Loralyn graduated from the University of Oregon with a Bachelor of Science in Business Administration, majoring in marketing and sports marketing. In addition to PNCWA and WEF, Loralyn is member of ORACWA, ORAPWA, and the Oregon chapter of the Public Relations Society of America (ORPRSA). She is also a past President ORPRSA. On her days off, she enjoys gardening, fishing, or camping with her husband Scott and family.

9:15-10:15: The Hidden Gem of Customer Service: Building and Caring for the Team that Communicates to the Public

Kathy Nguyen, Cobb County Water System

The Water Industry does not have enough communication professionals to educate all our customers about the ins and outs of water. There's a literal untapped resource in your utility trained on a wide variety of topics with unlimited access to your customers every workday. Water professionals are walking past them, failing to engage and invest in their development and provide them opportunities? The Customer Service staff inside every utility are organizational generalists with a passion to help the public and create informed consumers, who have daily opportunities to touch thousands of customers. Kathy Nguyen will discuss how you can build a culture of teamwork, protect the team in times of crisis and increase the Customer Service Staff's buy in to their role in the utility as a whole so you can leverage this hidden gem to magnify your message, while building a career path for CS staff as they educate an ever more polarized public.

Kathy Nguyen graduated from Berry College with a BA in Speech/Communications and a Graduate Certification in Environmental Management from the University of Maryland. She has been with Cobb County Water System since 2001. In 2004 she became the Water Efficiency Manager, where she developed, implemented and managed the Nationally recognized, award winning Water Efficiency Program until 2018. In 2009 she became the Senior Project Manager for Water Resources. She is currently the Customer Service Division Manager. Among Kathy's many recognitions she has received the George Warren Fuller Award from the American Water Works Association for lifetime contribution to the Drinking

Water Industry in Georgia and The Alliance for Water Efficiency's Water Star Award for Career contribution to the field of water conservation.

10:15-11:15: How to Put a Pipe Through a Nature Park: Partnership and Communication

Jadene Stensland, PE and Chris White, Clean Water Services

In early 2021, Clean Water Services (CWS) began a two- year utility construction project to replace the 40 year old sanitary pipe which runs through the popular Tualatin Hills Nature Park, a 220-acre "crown jewel" nature and wildlife reserve. The project will also enhance the environment and wildlife habitat around Cedar Mill Creek. Ultimately, the project team created a 360-degree Virtual Reality tool to allow the public to experience changes in vegetation growth during and after construction.

<http://webbuilds.virtual-insights.com/cedarmill360/>

As part of the design planning process, CWS partnered with Tualatin Hills Parks and Recreation District (THPRD), to understand park users' needs and create an alignment alternatives selection process. They met with THPRD, Friends of the Parks groups and held a public open house in July 2019. The open house produced input that helped shape the project and the communication strategy.

The area surrounding the park is owned by a complex mix of public and private entities. CWS worked extensively with these stakeholders to obtain easements and ensure access and permission to operate during construction.

Jadene Stensland, PE is the Principal Engineer at Clean Water Services. She was a PNCWA Stormwater Committee Past Chair. She has over 25 years of professional experience in municipal engineering, including prior work experience as a Deputy City Engineer. She has a MS in Bio-Resource (Ecological) Engineering with a minor in Civil Engineering from Oregon State University, a BS in Environmental Engineering from Cal Poly, SLO and a Professional Certificate in River Restoration from Portland State University. Additionally, she hold Level 3 operator certifications in water and wastewater treatment and conveyance.

Chris White is a communications professional who works at Clean Water Services in Hillsboro, Oregon. Her current position is Culture, Equity & Learning Manager. Prior to this she worked at the Port of Portland, Metro and in the legal and publishing industries. She has a BA in English from the University of Illinois, graduate law school work and a certificate in Tribal Relations from Portland State University. She has a passion for involving the community equitably in the work of government.

11:15-11:25: 10-MINUTE BREAK

11:25-12:25: Yikes! More Clogged Pipes? Using Social Marketing to Improve System Outcomes

Rachel Garrett, Brown and Caldwell, and Lynn Knapp, Cascadia Consulting Group

Utilities are overwhelmed with competing needs, from system maintenance to capital projects. To compound the issue, system users often contribute to existing problems through detrimental behaviors such as rinsing FOG down drains and flushing wipes and trash. How can utilities not only increase awareness around problematic behaviors, but motivate behavior change?

In this session, Rachel Garrett of Brown and Caldwell and Lynn Knapp of Cascadia Consulting Group will explore how applying a Community-Based Social Marketing (CBSM) framework can help motivate

behavior change. CBSM can be a useful tool in many scenarios that utilities commonly face. Here are a few examples of situations your utility may face that lend themselves well to a CBSM approach:

- People are flushing more wipes than ever, especially since the pandemic began. Utilities are spending more to maintain equipment due to clogs.
- FOG is clogging pipes in residential areas, contributing to “fatburgs”. Despite sharing outreach materials with customers, the problem seems to be increasing.
- Businesses are not installing or maintaining grease interceptors. Enforcement crews issue fines and provide handouts, but in many cases, this does not increase compliance.
- Potential stormwater challenges can also be addressed with a CBSM approach. To name a few: storm drains clogged with leaves, pet waste troubles, need for more green stormwater projects on private property, and businesses out of compliance with code-mandated stormwater BMPs.

In this session, we will define the practice of CBSM, where it originated, and its key elements. We’ll describe when to apply the CBSM approach, and how it differs from more widely used communications or public outreach tools.

We’ll share lessons learned from Seattle Public Utilities’ “What to Flush” student engagement campaign in 2018-2022, including choosing where to focus, conducting audience research, identifying values and behaviors of different audiences, changing course in response to audience feedback, and evaluating outcomes.

Finally, we’ll talk about the best way to learn more and access tools and resources, including national and regional communities of practice and trainings.

Rachel Garrett is a Strategic Communications Specialist for Brown and Caldwell, who recently spent 8 years working for Seattle Public Utilities managing wastewater and stormwater-focused community engagement programs and communications. She has a BA in Spanish and an MA in Environmental Policy with a focus in Water Resource Management.

Lynn Knapp is a Senior Associate at Cascadia Consulting Group, managing sustainability and behavior change projects for clients such as Seattle Public Utilities. She has a BS in Environmental Science and minor in Sociology from Huxley College of the Environment at Western Washington University.

12:25-12:55: LUNCH PROVIDED

12:55-1:00: 5-MINUTE BREAK

1:00-2:30: Tour of the Durham Water Resource Recovery Facility

Edher Estrada, Clean Water Services

Durham Water Resource Recovery Facility, located in Tigard near Cook Park and Tigard High School, is a nationally acclaimed, state-of-the-art facility, serving Washington County residents in the cities of Beaverton, Durham, King City, Sherwood, Tigard, Tualatin, and small portions of southwest Portland and Lake Oswego.

Edher Estrada is a Senior Operator at Clean Water Services.

2:30-2:40: 10-MINUTE BREAK

2:40-3:40: Building Support for a Clean Water Future

Shelly Parini-Runge, Clackamas Water Environment Services and Haili Matsukawa, Water System Consulting

Clackamas Water Environment Services (WES) provides clean water services to more than 200,000 people within Clackamas County. WES serves seven cities, plus urban and rural unincorporated areas. After the recent consolidation of sewer and surface water districts, we created a new brand to unify our services around our shared mission to protect public health and the environment, and the region's economic vitality.

The regionalized story is complex, so in 2021 WES partnered with WSC to plan and deliver a robust community engagement and discovery process called the Clean Water Exchange. The three-component research approach included: Stakeholder Interviews, Virtual Focus Groups, and a Survey & Engagement Webpage.

Participants in the Exchange ranged from stakeholders vested in WES' future, programs, and services to ratepayers with less existing familiarity with us and our services. To steer the process WES developed the following goals:

- Strengthen customer and stakeholder understanding,
- Create new clean water partnerships and advocates, and
- Build trust through enhanced connections.

Shelly Parini-Runge is a passionate community builder, her career strengths include strategic communications, designing results-driven community engagement initiatives and raising support for critical public infrastructure projects. Her inclusive style provides a practical way to facilitate community-centered conversations that build trust and illuminate the roles that dialogue, social-networks, and leadership play, in creating and navigating sustainable change. Shelly holds a Bachelor of Arts in Theater and Communications from Arizona State University and a Master of Arts in Organizational Communications from Marylhurst University. Shelly also serves on the Oregon ACWA Education Committee as Vice Chair and recently the WaterReuse Pacific Northwest Board of Trustees. She has worked in the public sector in a variety of management roles for more than two decades.

Haili Matsukawa is an accomplished communications professional with Water Systems Consulting, Inc. (WSC), specializing in strategic planning, community outreach, stakeholder coordination for water agencies. With years of experience working as a public servant, Haili brings a strong understanding of the emerging challenges and opportunities facing local government and public utilities. Haili is a thoughtful facilitator with a passion for community-driven solutions. She holds a Bachelor of Science in Environmental Science and a Master of Public Policy and Administration. With years of experience working as a public servant, Haili brings a strong understanding of the emerging challenges and opportunities facing local government and public utilities.

3:40-4:25: Launching the Watershed Navigator Website

Ely O'Connor, Clean Water Services and Andrew Felton, Tualatin Soil and Water Conservation District

The Tualatin River Watershed is a complex web of city, county, and non-profit partners, no wonder folks aren't sure how or where to access information. Learn how CWS and the Tualatin SWCD worked together (with contractors and communities) to design, build, and launch a user-centered website connecting communities to relevant resources and inspiring healthy watershed actions.

Ely O'Connor works in the Community Engagement program for Clean Water Services—the water resources management utility serving 600,000 residents of urban Washington County, Oregon. Ely has worked at CWS for almost 18 years, managing student and adult education and outreach programs and developing visitor experience and communication plans. She is passionate about exploring and sharing the wonders of water and demystifying complex and technical processes for learners of all types. Ely grew up in the watershed she serves today and graduated from Pacific University in Forest Grove with a degree in Communications.

Andrew Felton is an education and outreach specialist with the Tualatin Soil & Water Conservation District. He supports the Tualatin SWCD's programs and mission by coordinating conservation workshops, developing outreach and education materials, and hosting community events. Andrew earned his bachelor's degree from the University of California, Davis and his master's degree from University of Wisconsin, Stephens Point. Andrew is your go-to person if you'd like to schedule a presentation at a community event or school, partner to promote programs, or get advice on sheet mulching your lawn!

4:25-4:40: Q&A with speakers, evaluations and wrap-up