

**2023 PNCWA Communications Camp:
Engaging Your Community in Your Agency's Water Story**

Thursday, October 26
City of Bend's Kerri Training Facility
22395 McGrath Rd., Bend OR 97701

\$190 members / \$205 non-members
Lunch, coffee, snacks included
CEU's Requested: 0.65

8-8:30 – Check in/Registration

8:30-8:45 – Welcome, Introductions

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

Loralyn Spiro, City of Springfield & Metropolitan Wastewater Management Commission; PNCWA Communications & Outreach Committee Chair

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 Communications Supervisor for the City of Springfield's Development and Public Works Department and Eugene Springfield's Metropolitan Wastewater Management Commission. She is also currently serving as the Interim City Public Information Officer. Loralyn graduated from the University of Oregon with a Bachelor of Science in Business Administration, majoring in marketing and sports marketing, and is a member of the Order of the O. In addition to PNCWA and WEF, Loralyn is a member of ORACWA, ORAPWA, and the Oregon chapter of the Public Relations Society of America (ORPRSA). She is also a past President ORPRSA. She is also the City's representative and board member for the Springfield City Club whose mission is to promote leadership and vision for Springfield by bringing together the community for open dialogue and civic engagement.

9:15-10:15 – Septic to Sewer

Jason Suhr, Alex Doza, and Teresa Findley, City of Bend

The City of Bend enacted a city-wide septic to sewer conversion program for the 2,800 households, at the start of the program, that were still reliant on septic systems for wastewater disposal. The final solution, crafted through a citizen advisory committee, community outreach and policymaker workshops, found a way to balance the needs of septic system homeowners and sewer ratepayers.

This presentation shares lessons learned from the decision-making process, a brief overview on program administration, and an update on program metrics to date.

Jason Suhr is a licensed Professional Engineer with a Bachelor's degree in Civil Engineering from Oregon State University. He is a Principal Engineer for the City of Bend, Oregon with over 10 years of project and program management experience on various capital improvement projects, with a focus on underground utilities.

Alex Doza is a licensed Professional Engineer with a Bachelor's degree in Environmental Engineering from the University of Central Florida. She is a Senior Project Engineer for the City of Bend, Oregon, with 5.5 years of municipal project management experience in both traditional and alternative delivery methods. Her current focus is on sewer utility and water reclamation.

Teresa Findley has served the City of Bend for six years as a Senior Program Technician in the Engineering and Infrastructure Planning department. Her focus includes capital improvement procurement oversight and capital contract management. She recently transitioned to the Septic to Sewer Program Manager, where she oversees the Program administration, including the holistic management of the \$3.5 million budget.

10:15-10:30 – Morning break

10:30-11:30 – Rebranding: A case study of Boise's WaterShed Education Center

Colin Hickman and Cindy Busche, City of Boise Public Works

The WaterShed Education Center is transforming into the nation's first climate and water science center to help the city meet its goal of being carbon neutral by 2050. For nearly three years, The WaterShed has worked with consultants and the community to create a new vision, brand, and embark on the development of new programs and exhibits. Hear about the process of reimagining climate and water comms, from articulating the vision, engaging the community, and developing a compelling story through voices. Plus get a preview of the new education center that will debut Summer 2024.

Colin Hickman is the Business Strategy Senior Manager with the City of Boise's Public Works Department. In this role, Colin oversees the department's organizational strategy. Previously, Colin served as a Senior Communications Manager with the City of Boise with achievements including spearheading a behavior change and communications campaign that converted 97% of households to participation in Boise's citywide compost program. He also led community engagement and communications for the transformative 20-year \$890M-\$1.3B Water Renewal Utility Plan, focused on creating a recycled water program for community resilience and enhancing the Boise River. Colin's strategic communication efforts have also included leading outreach in setting a 100% clean electricity goal by 2035 in Boise's first Renewable Energy Plan. Moreover, he co-led the establishment of Boise's first Climate Action Division, contributing to the city's goal of achieving

carbon-neutral status by 2050. As a community engagement champion, Colin introduced Boise's first sustainability volunteer program, Livability Ambassadors, educating the community about the city's sustainability vision and goals.

Cindy Busche is the Environmental Education Manager at The WaterShed Education Center where she develops and teaches programs about climate change awareness, water protection and water conservation. Her team educates more than 25,000 children and adults annually about the value of individual and collective action to combat climate change. She is currently spear-heading exhibit development as the Boise WaterShed transitions into the first climate and water education center in the country. Cindy is the SW Idaho Project WET Coordinator in which she develops and leads teacher professional development courses. She is also the Boise Museum Association president.

11:30-12:15 – The Art of Storytelling

Haley Brazier, High Desert Museum

Attendees will gain insights and strategies on how to create and tell a compelling story that effectively engages community members to want to learn more and interact with your water agency. The Museum's overarching story will be shared along with examples of successful campaigns that have supported the continuation of it, growth and engagement achieved in doing so, and lessons learned along the way that you can take and apply to build and grow your water story.

Hayley Brazier, Ph.D., is the Donald M. Kerr Curator of Natural History at the High Desert Museum in Bend, Oregon. She is the Curator of Natural History at the [High Desert Museum](#) in Bend, Oregon. She holds a Ph.D. in environmental history from the University of Oregon. Her work sits at the crossroads of environment and society, including the study of water resources, public lands, and the built environment. Water, both salty and fresh, has been a core focus of her research for over a decade. Her book project dives into the ocean to tell the story of the machines that crisscross the Pacific seafloor—and marine life's surprising reactions to that industrial intrusion.

12:15-1:00 – Catered Lunch

1:00-2:30 – Tour of City of Bend's Water Reclamation Facility & in Real-Time Design & Feedback on Utility Communications

Chris Miccolis, City of Bend

The content for the general public tour for the City of Bend Water Reclamation Facility (WRF) will be presented to the tour group. Verbal explanations, graphics, and physical samples will be used to describe the process used at the treatment plant to communicate how each process treats wastewater. The intent of the tour is for the WRF staff to share the communication aids they have developed for giving public tours. Opportunities for the communication experts taking the tour to

share suggestions and provide feedback to WRF staff about improvements to the tour will be discussed throughout the tour.

Chris Miccolis is a licensed treatment IV and collection IV operator in Oregon with a B.S. in Zoology from Oregon State University and a former middle and high school teacher in California and Oregon. He is nearing his 20th year in the wastewater industry managing wastewater facilities and systems in Redmond, Oregon (~14 years) and Bend, Oregon (~6 years).

2:30-2:45 – Afternoon break

2:45-3:45 – Crooked River Wetlands Complex

City of Prineville

The City of Prineville’s successful Crooked River Wetland Complex is now complete and providing remarkable social, economic and environmental benefits to the community. Through this 120-acre, multipurpose project, the City is responsibly expanding its wastewater capacity, lowering residential and business System Development Charges, stabilizing monthly wastewater rates, created a new public hiking trail system with numerous educational opportunities and improving riparian and instream conditions in the Crooked River.

3:45-4:30 – Why Color Theory Matters to Your Water Agency’s Story and Community Engagement

Loralyn Spiro, City of Springfield and the Metropolitan Wastewater Management Commission

Color theory is an art and design principle that encompasses the ideas, principles, and applications of color, and includes three elements – the color wheel, color harmony, and color application or context. While all three are important, color harmony is the most important to be considered by communicators for its complexity due to our responses to color are both emotional and intellectual. Water Agencies and communicators need to keep this in mind when branding or rebranding their agency. Learn how color can help tell your agency’s mission, vision, values and overall story to community member and how it can strengthen your engagement with them.

See Loralyn’s bio listed previously in the agenda.

4:30-4:45 – Feedback & Wrap-up