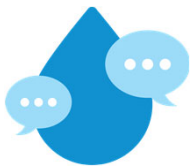


Strategic Communications: H2O Virtual Event

DAY 2

Communicating with Personnel During
and After the Pandemic



The National Association of Clean Water Agencies

June 2, 2020 | 2:00 PM - 3:30 PM EST

50 | NACWA 

THANK YOU TO OUR ALL-CONFERENCE SPONSORS

Clean Water Champions

AECOM



GREELEY AND HANSEN



RAFTELIS

xylem
Let's Solve Water



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

Clean Water Stewards

Beveridge
& Diamond



Brown AND
Caldwell

CDM
Smith

Jacobs



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

Clean Water Protectors



THANK YOU TO OUR ALL-CONFERENCE SPONSORS

Clean Water Allies



Opening Remarks



Bess McCoy

Public Affairs Specialist
Metropolitan St. Louis Sewer District
St. Louis, MO



SESSION 1

Internal Communications

Moderator



Maria Rosales

Civil Engineer
Sanitation Districts of
Los Angeles County
Monterey Park, California

Featured Speakers



Michelle Zdrodowski

Chief Public Affairs Officer
Great Lakes Water Authority
Detroit, MI



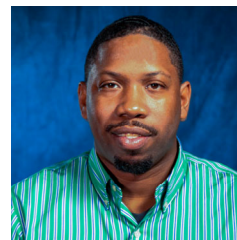
Monica Billger

Community Outreach and
Education Specialist
Alexandria Renew Enterprises
Alexandria, VA



Stephanie Dillon

Communications Management
Professional
Great Lakes Water Authority
Detroit, MI



Curtis Burris-White

Visual Storyteller
Great Lakes Water Authority
Detroit, MI






Inside Out

A Process for Internal Crisis Communications

Monica Billger June 2, 2020

An aerial photograph of a wastewater treatment plant. In the foreground, there are several large, rectangular concrete basins filled with dark water, surrounded by metal walkways and railings. A paved road runs alongside the basins. In the background, a city skyline is visible under a clear blue sky, with various buildings and a prominent tower. A large, semi-transparent blue circle is overlaid in the center of the image, containing the text.

AlexRenew Internal Communications Before Covid19

This Is Us

- 100+ Employees
- 35 Acre Campus
- 35 MGD Annual Average Flow
- 3 Pump Stations & 2 Service Chambers
- 320,000 Resident
- 100 Onsite Contractors (daily average)
- Solving a 2017 Mandate for CSO Remediation by 2025 on behalf of the City of Alexandria



Examples of Existing Internal Communications

Emails

- ReNews Newsletter
- All Staff E-Mails
- HR Updates

Signage

- Construction Updates
- Digital Signs
- News Flush

Meetings

- Morning Briefings
- Monthly Celebrations
- Water-cooler Conversations



An aerial photograph of a wastewater treatment plant. In the foreground, there are several large, rectangular concrete basins filled with dark water, surrounded by metal walkways and railings. A paved road runs alongside the basins. In the background, a dense urban skyline is visible under a clear blue sky. A large, semi-transparent blue circle is overlaid on the center of the image, containing the text "...And Then a Pandemic Hits".

...And Then a
Pandemic Hits

Covid 19: Adopting Crisis Management Plan

What Remains The Same

- Employees = Most Important
- Protecting Essential Employee Health While Maintaining Operations and Construction
- Keeping Alexandria's Largest Project In History On Schedule
- Fulfilling Vital Mission of Cleaning Wastewater



Covid 19: Adopting Crisis Communications

What is Different

Our CAPACITY

7 Things to Consider When Communicating About Health



www.cdc.gov/phpr



An aerial photograph of a wastewater treatment plant. In the foreground and middle ground, there are several large, rectangular concrete basins filled with dark water, surrounded by metal walkways and railings. Beyond the basins, there are brick buildings and more industrial structures. In the background, a city skyline is visible under a clear blue sky with a few wispy clouds. A large, semi-transparent blue circle is overlaid in the center of the image, containing the title text.

Rethinking Internal Communications

Leveraging How the Brain Thinks During Crisis



"Inside Out"/Disney • Pixar

- Integrating Psychology of Crisis into Communications (CDC)
- Applying Change Theory to Communications (Kubler-Ross)

Crisis Psychology in Internal Communications

4 Ways People Process Information In A Crisis

1. Missed messaging, information overload
2. Fear and uncertainty increase likelihood of listening to a trusted source, even if it is wrong
3. Look for additional information and options
4. Believe the first message we hear

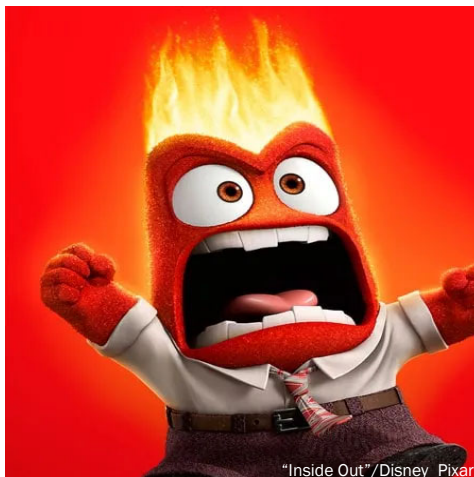


Applying Change Theory

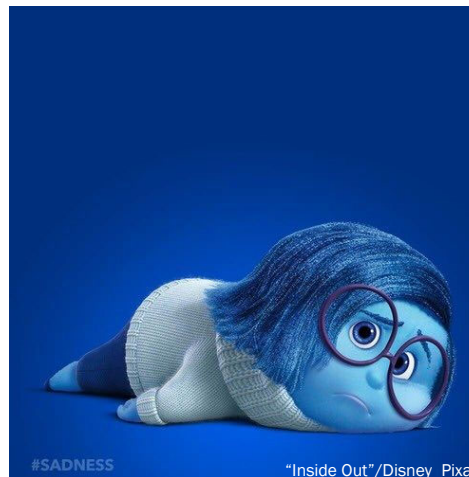
FEAR



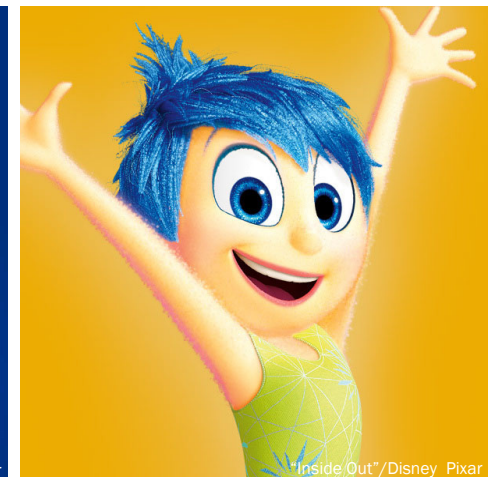
ANGER



DEPRESSION



ACCEPTANCE



INFORMATION
ALIGNMENT

VALIDATION
EXPLANATION

REASSURANCE
MOTIVATION

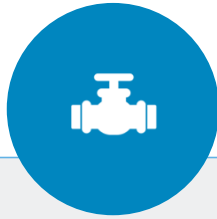
ENGAGEMENT
ACKNOWLEDGEMENT

Note. Adapted from "Perkins V Comprehensive Local Needs Assessment Workshop," by Normandale Community College, 2019
https://www.minnstate.edu/system/cte/consortium_resources/documents/Change-Mgt-STAGES.pdf

Effective Message Development Must:



BE REPEATED



COME FROM
MULTIPLE
CREDIBLE
SOURCES

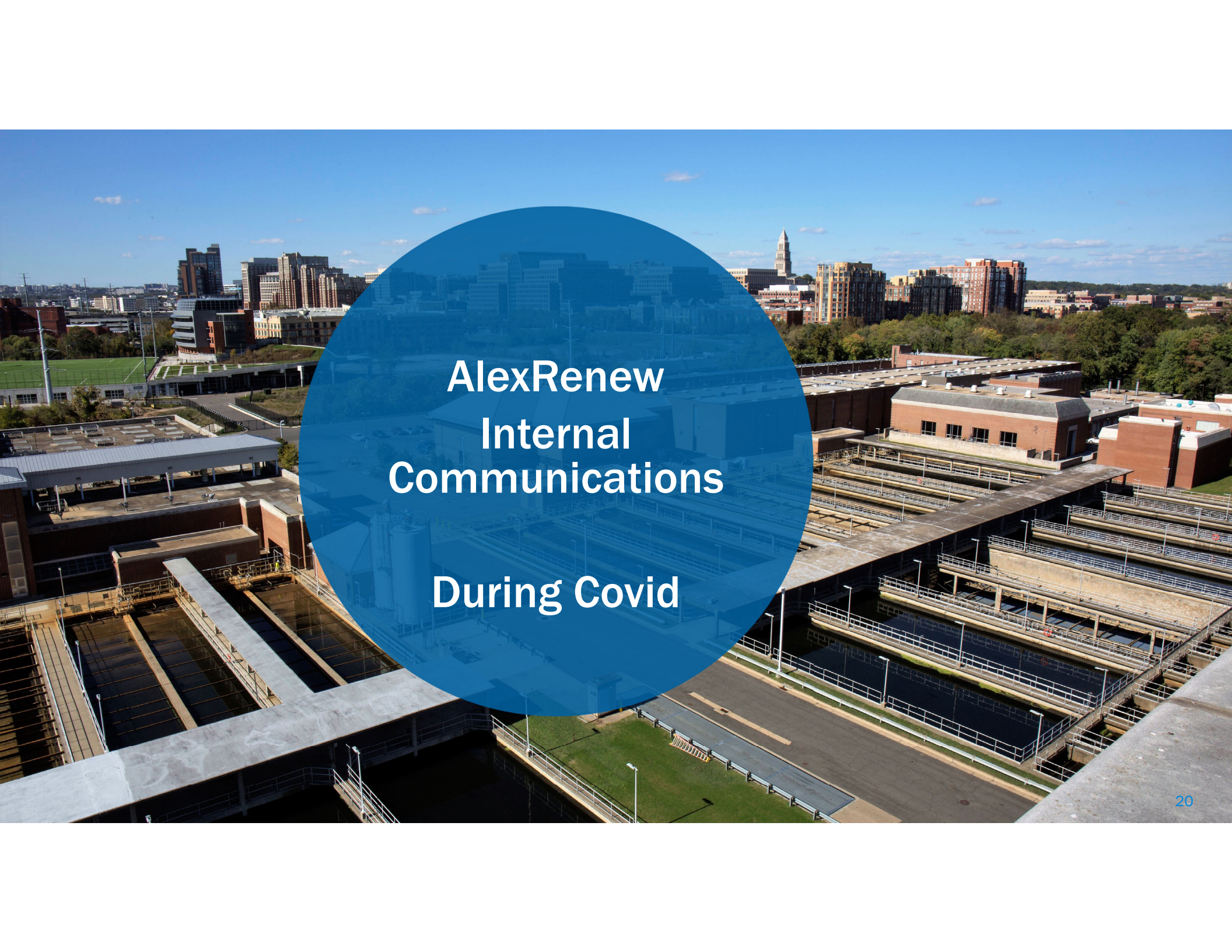


BE SPECIFIC TO
THE EMERGENCY
BEING
EXPERIENCED



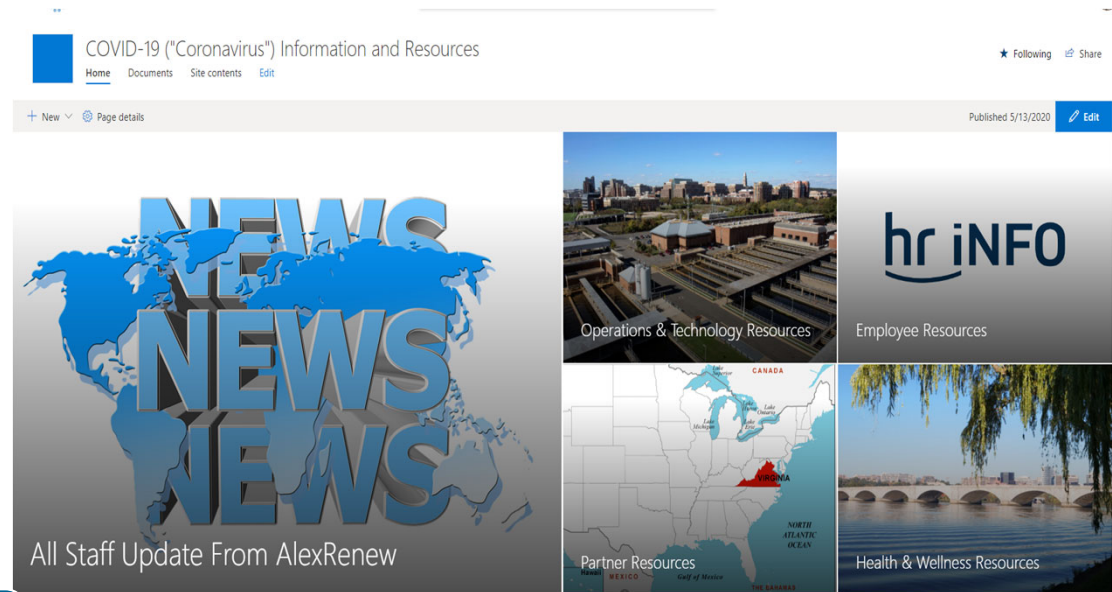
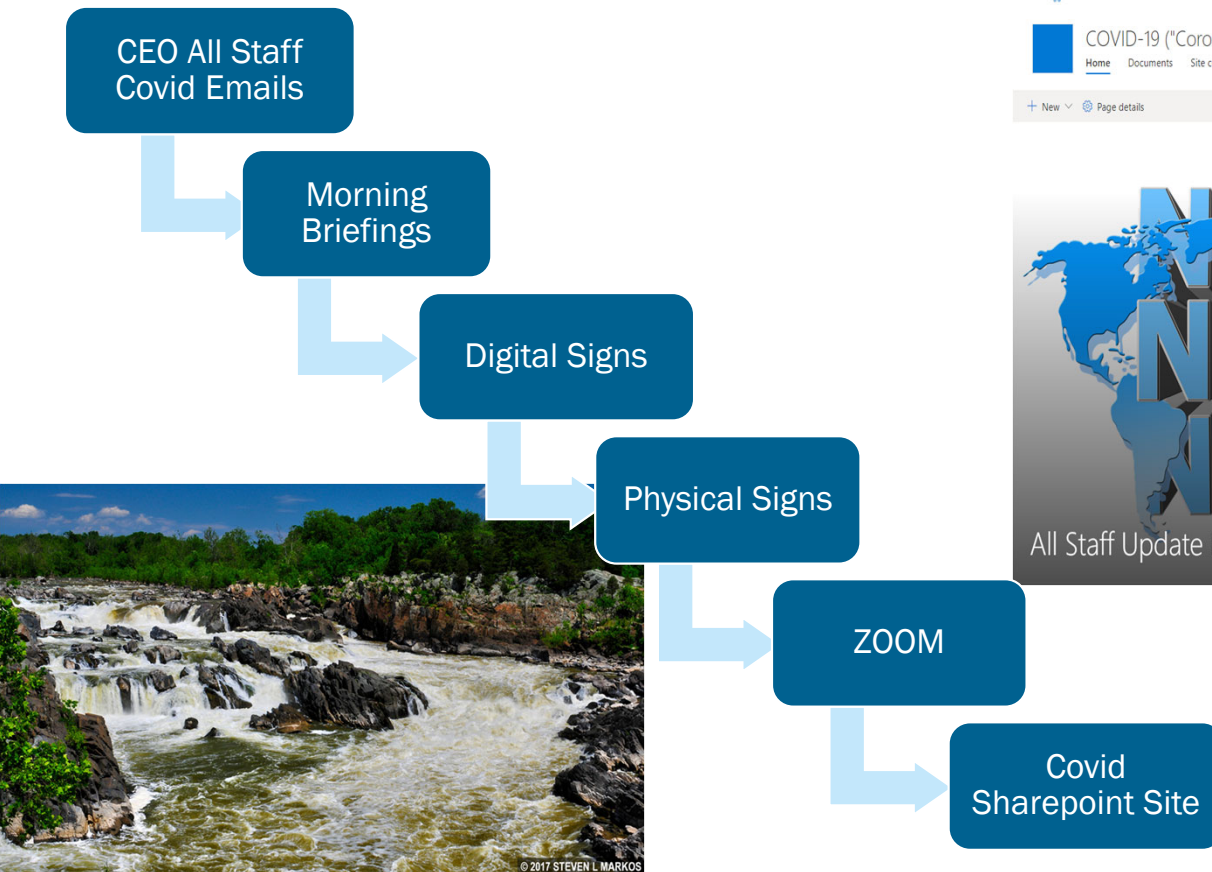
OFFER A
POSTITIVE
COURSE OF
ACTION THAT CAN
BE EXECUTED

Note. Adapted from "CERC: Psychology of a Crisis," by CDC, 2019
https://emergency.cdc.gov/cerc/ppt/CERC_Psychology_of_a_Crisis.pdf

An aerial photograph of a wastewater treatment plant. In the foreground, there are several large, rectangular concrete basins filled with dark water, surrounded by metal walkways and railings. A paved road runs alongside the basins. In the background, a city skyline is visible under a clear blue sky with a few wispy clouds. A large, semi-transparent blue circle is centered over the image, containing white text.

AlexRenew Internal Communications During Covid

AlexRenew Internal Crisis Communications




Sample All Staff Email

- **1st Paragraph** - Reassurance, Validation
- **2nd Paragraph** – Team Alignment, Motivation
- **3rd Paragraph** - Pandemic Updates. Use of multiple credible resources (i.e. State, Municipality, CDC)
- **4th Paragraph** – Engagement; Take Action Activity
- **5th Paragraph** – Reminders; Repetition of Desired Behavior Modeling (If X, Do Y...)
- **6th Paragraph** - Resource Information (i.e. mental health)



Sample Internal Communications

WRRF Boring Work Status Update 5/20



Construction News May Ann

Photo of the Week

Not washing your hands is cool.

False.

April 6 Covid-19 are welcome to cloth face coverings immediately. For information and disinfecting instructions please visit the CDC website.

4:44 PM Tuesday, May 26, 2020

ALEXANDRIA RENEW ENTERPRISES

79°F Current

DIGITAL SIGNAGE BY BECOM GROUP, INC. WWW.BECOM.COM



THE NEWS FLUSH

ALEXANDRIA RENEW ENTERPRISES

Environmental Health Benefits from Covid-19

When we contain COVID-19, we have identified a number of environmental benefits as a result of stay-at-home orders and changes in behavior. In China, carbon emissions from metropolitan areas fell by 70% in January and February of 2020. Due to the decrease in traffic, the country is seeing the first time in 10 years that environmental improvements have been seen since the COVID-19 crisis.

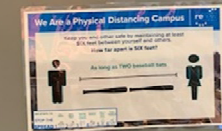
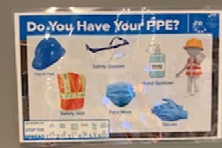
Outsmarting Stress with BHS

You're familiar with the symptoms of stress: a pounding heart, increased perspiration, tight neck and shoulder muscles, anxiety and fear. But you may not know how to prevent or relieve these symptoms. Begin to form a routine that includes regular exercise, continued communication with family and friends, pay close attention to your diet habits, learn new relaxation techniques, learn a new hobby or activity, and remember to live in the present! Find more information about how to manage stress by visiting MyBHSportal.com.

Doing Good in Your Community

At Alexandria Renew we all have special talents and passions, and we encourage you to use them as a way to give back to the community. The monthly newsletter provides you with information about giving back or volunteering through various medical and non-profit organizations. Consider donating a few hours of your time to a local charity or volunteer organization. The newsletter also provides information about how to donate to local charities. Click that link to provide support for people facing challenges.

We are all in this together, the more we can do to support each other and our community the better it will become. Share any stories about your efforts please email: community@alexandriarenew.com. We'd love to hear from you!





To learn more, visit www.alexrenew.com

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Civil Engineer
Sanitation Districts of
Los Angeles County
Monterey Park, California

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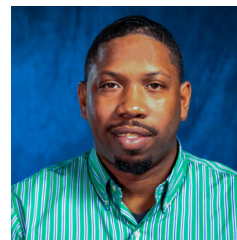
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Visual Storyteller
Great Lakes Water Authority
Detroit, MI



COVID-19 Internal Communications: Response to Recovery

*Michelle Zdrodowski, Chief Public Affairs
Officer*

*Stephanie Dillon, Management Professional-
Internal Communications*

Curtis Burris-White, Video Storyteller



Response to Recovery: Lessons Learned as the Pandemic has Evolved

“When this pandemic came along, we basically had to throw all of our normal ways of doing things out the window and start from scratch because our old ways of working didn’t work anymore.” Sue McCormick, GLWA CEO

- ❖ This is so true and so hard to accept. In our sector, we live and breathe good, sound documented and proven ways of doing things.
- ❖ We tend not to like to go out on a limb or take risks because the work we do helps protect the public health and keep our communities safe.
- ❖ We’ve had to completely evolve how we communicate:
 - Hyper communicate
 - Real-time
 - Communicate to creatively solve problems (Feedback)
 - Increased use of imagery
 - Weekly recaps

Response to Recovery: Lessons Learned

Messaging Focused in 3 Distinct Buckets

Continuity of Operations

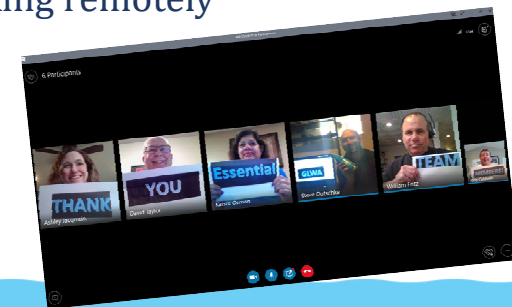
- Launch of Emergency Ops Center
- Security actions
- Flexible work arrangement/work remote
- Mandatory visitor questionnaire to visit facilities
- Temperature checks
- Mask requirement
- Testing

Health & Wellness

- Expanded cleaning efforts
- New cleaning protocols for shared spaces including offices/vehicles, etc.
- Wellness Resources
 - Physical Health
 - Mental Health
 - Employee Assistance Program
 - Healthcare benefit provider

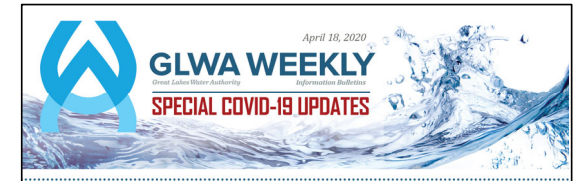
Empathy & Gratitude

- Remember to think like team members!
 - What keeps them up at night?
 - Many levels of impact to each person
- Thank front-line team members, but don't leave out those working from home
- Actively include those working remotely



The Way We Communicate

Using Communications Best Practices



Developing a Cadence

- Create Specific COVID-19 branding for communications
- CEO Updates every Monday
- Weekly COVID-19 Newsletter
- COVID-19 Information page on Internal SharePoint
- Distribute messages using a variety of communications tools and at various times to ensure the receipt of all audiences

Utilizing a Variety of Communications Tools

- Emails (daily & weekly e-newsletter)
- Digital messaging in all facilities
- Flyers and signage on facility communications centers
- Photos & videos on GLWA's Internal SharePoint homepage
- Distribute messages visually and through text

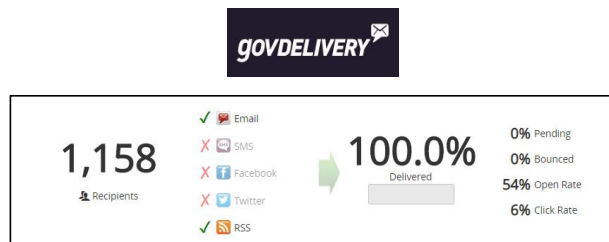


The Way We Communicate

Using Communications Best Practices

Remaining Flexible

- Communications began with 3-4 times each week to 1-2 times.
- Using Granicus' GovDelivery analytics to analyze engagement
- Using team member feedback to drive communication topics and tools



Building Relationships

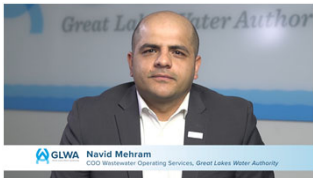
- COVID-19 Taskforce
- Informal "check-ins" or phone calls to administrative support and other team members
- Communication liaisons at all facilities
- Info.PublicAffairs@glwater.org email for questions, concerns, ideas.



Response to Recovery: Content Creation in a Time of Crisis

Empathy and Caring

- Video is ideal for connecting on a personal level with your team during a time of difficulty.



Informed on all platforms

- Team members consume information differently so create a variety of assets for your messages.
- Design content that effectively utilizes a variety of digital platforms.

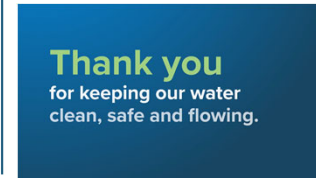


Reuse, Repurpose, Rework

- Be creative with your archive when you can't shoot in person.
- Use motion design and stock footage to complement repurposed footage.
- Reshare and update those projects with timeless messages and information.



To our member partners, colleagues and friends throughout the water and wastewater industry.



Response to Recovery: Content Creation in a Time of Crisis

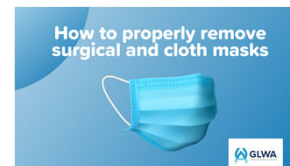
Showing our Gratitude

- Create a visual representation of gratitude and solidarity.



Preparing to transition back to work

- Think ahead and begin to prepare.



Key Takeaways

- Video is ideal for creating a personal connection during a difficult time.
- Team members consume information differently so create a variety of assets for your messages.
- Be creative with your archive when you can't shoot and use motion design and stock footage to complement repurposed footage.
- Think ahead and begin to prepare.
- Look for new ways to create value with video, motion and graphic design.

Q & A



SESSION 2

What Comes Next

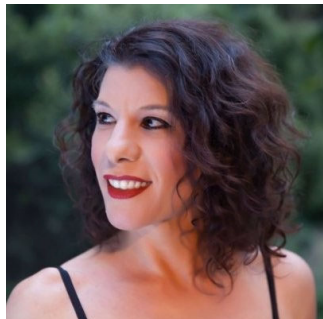
Moderator



Victoria Johnson

Strategic Business Management Consultant
Jacobs
Atlanta, Georgia

Featured Speakers



Rebecca Zito

Communications Project Manager
Pittsburgh Water and
Sewer Authority
Pittsburgh, PA



Pam Perez

Marketing Manager
LA Sanitation and Environment
Los Angeles, CA



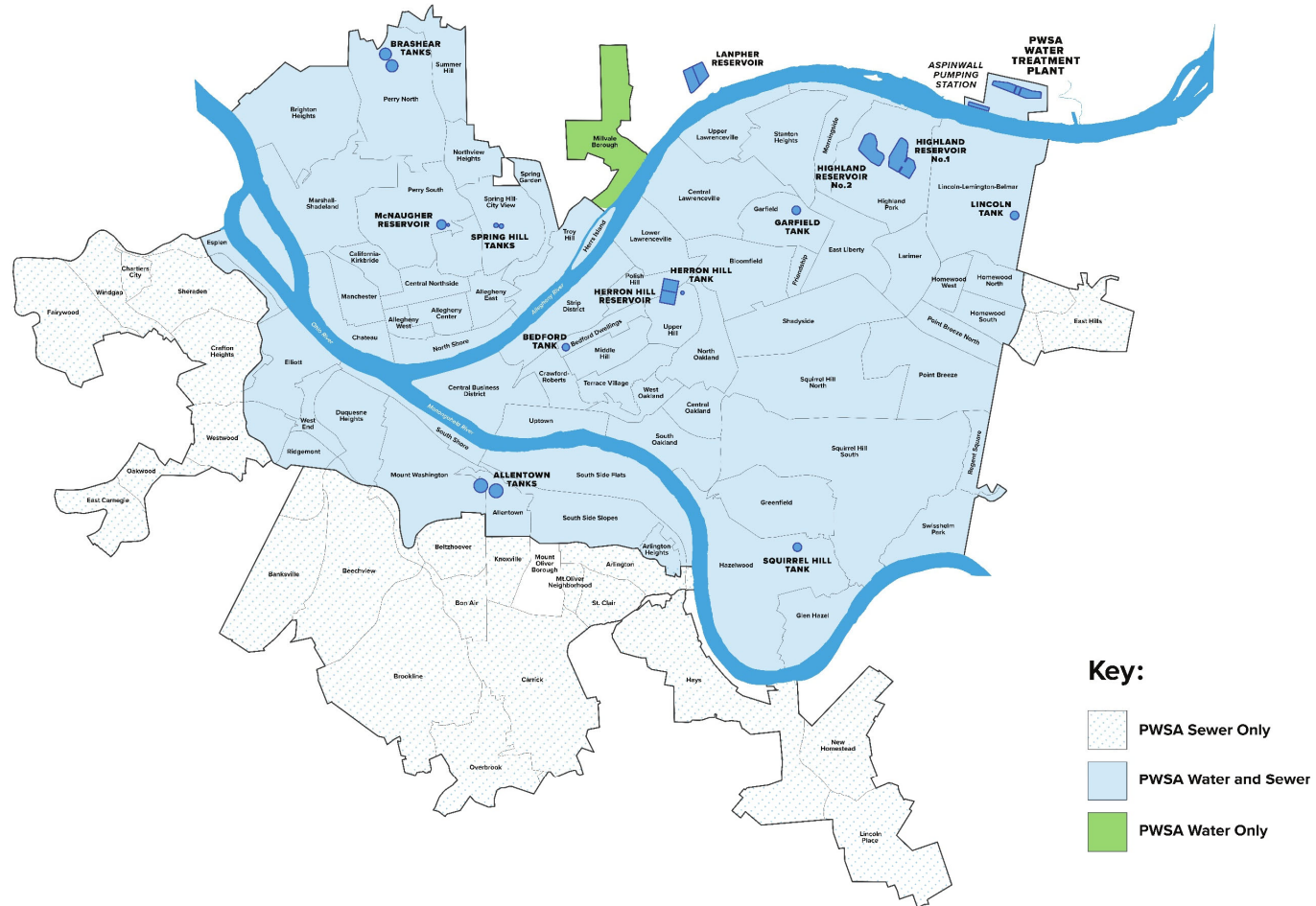


Pittsburgh
Water & Sewer
Authority

Continuing to Get Stuff Done The Work Goes On!

**Strategic Communications: H2O Virtual Event
June 2, 2020**

ABOUT PWSA



INCREASING CAPITAL INVESTMENT



CONSTRUCTION RESUMES



COVID-19 PRECAUTIONS

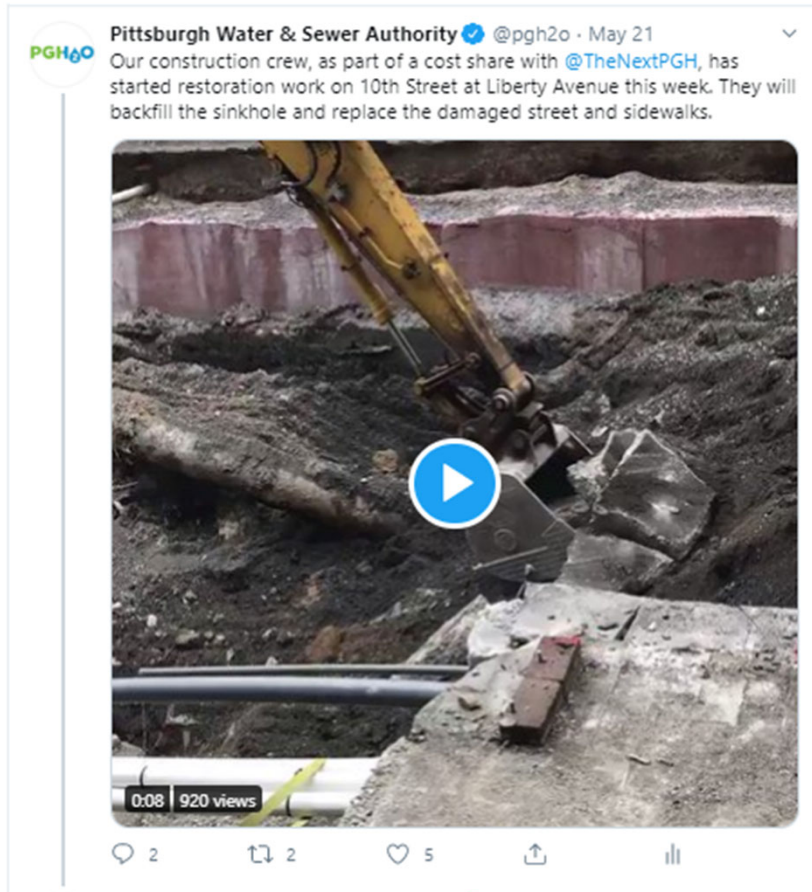


- Daily Health Screenings
- Maintain Social Distancing
- Wear Face Masks
- Sanitize Work Area & Surfaces
- Provide for Hand Sanitizing

COMMUNICATION & COORDINATION

- Coordination between PWSA & Contractors
 - Established Clear Expectations
 - Escalating Disciplinary Actions
- Ongoing Communication

POSITIVE RESPONSE



LIVE BLOG: Coronavirus In Pittsburgh, May 25-31

By 90.5 WESA • MAY 25, 2020

[Share](#) [Tweet](#) [Email](#)

3:43 p.m. - PWSA construction projects resume normal schedule

The Pittsburgh Water and Sewer Authority will continue planned construction projects now that Allegheny County has moved into the yellow phase of reopening, according to a release from the agency.

Projects include lead service line replacement throughout PWSA's service area, as well as restoration of the Highland Park Reservoir wall. It will also complete restoration of the Saw Mill Run Stream in Overbrook and replace 550 feet of aging water main along Greystone Drive in Highland Park.

RATE DISCUSSIONS BEGIN



KEY MESSAGING

- Highlight value of safe, reliable water services
- Investment is essential to modernize system
- Expansion of Customer Assistance Program
- Build awareness about relationship with PA Public Utility Commission (PUC) and rate setting process

ADDRESSING BACKLASH

- Describe timeline and process with PUC
- Reinforce more generous Customer Assistance Programs
- This is *your* water — Every dollar goes to delivering safe, reliable water services

OUTREACH GOALS

- Approach with transparency and sensitivity to ratepayers
- Build trust about progress made as organization
- Highlight benefits of investment to ratepayers
- Affordability prioritized in rate proposal



THANK YOU!

Rebecca Zito | Acting Senior Manager, Public Affairs | rzito@pgh2o.com

SESSION 2

What Comes Next

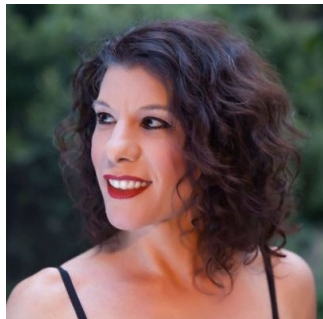
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Pittsburgh, PA



Pam Perez

Marketing Manager
LA Sanitation and Environment
Los Angeles, CA



LA SANITATION & ENVIRONMENT

Communicating and Connecting Post-Pandemic





Pamela Perez, MBA

MARKETING MANAGER

- ▶ The changing face of outreach post-pandemic
- ▶ Encouraging and educating staff
- ▶ Supporting local businesses

A photograph of a woman and a young girl, both wearing white face masks. The woman is on the left, and the girl is on the right. They are both looking towards the camera. In front of them is a large, white, fluffy stuffed animal. The background is dark and out of focus. The image has a blue overlay.

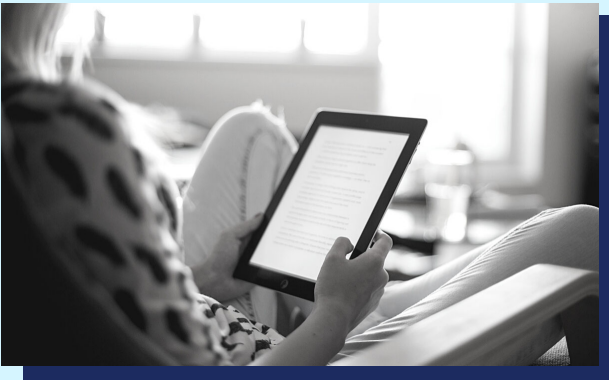
THE WORLD HAS CHANGED

MANY PEOPLE ARE SCARED

WE NEED TO REBUILD TRUST WITH RESIDENTS AND BUSINESSES

WE HAVE TO FIND NEW WAYS TO COMMUNICATE

RETHINK EVERYTHING



DIGITAL DIVIDE

We can't rely solely on digital. Our cities have residents who can no longer afford cellular data and speedy internet.



SAFETY

People may be unwilling to attend events, tour facilities, accept flyers, and pick up giveaways.



PHOTOGRAPHY

Your photo library is now useless. To avoid criticism, you may need to reshoot almost everything with gloves & masks.

BACK TO BASICS

3 P's of Reaching the Unreachable:

- ▶ PARTNERSHIPS
- ▶ PAPER
- ▶ PERSONALIZATION



Partnerships

ANYONE WITH AN EMAIL LIST
IS YOUR FRIEND

Council Districts, Neighborhood Councils, HOA's, Faith-Based Organizations, Voters Groups, Chambers of Commerce, School Districts, Industry Associations, Special Interest Groups, Non-Profits, Mommy Groups



Don't forget the obvious:
other city departments
and utilities

Paper

IS IT TIME TO RECONSIDER
DIRECT MAIL?

ADVERTISING IN COMMUNITY
NEWSPAPERS?

BILLBOARDS & BUS SIGNS?

It's not cheap, but you're saving money on
events and giveaways.

Newsletters, flyers, postcards...
What frequency can you handle?



Make it Personal

WE'RE NOT THE ONLY ONES
STRUGGLING TO COMMUNICATE

You have to find a way to stand out.

BOYLE HEIGHTS GREEN INFRASTRUCTURE

BOYLE HEIGHTS INFRAESTRUCTURA VERDE

BOYLE HEIGHTS DESERVES GREENING.

LA Sanitation and Environment has been awarded a grant to plant and water 1,400 street trees in Boyle Heights and adjacent communities. These new trees will provide shade, cleaner air, and other environmental benefits for decades to come in this historic neighborhood. This is an investment into the health of the community and we want your input on potential tree planting locations. The trees can be planted at schools, parks, and in front of businesses and homes.

TREES IN THE BOYLE HEIGHTS GREEN INFRASTRUCTURE WILL:

- Remove 16,300,000 pounds of carbon dioxide and 38,000 pounds of other pollutants from the air.
- Cool buildings by shading them, saving money on utility bills.
- Reduce the risk of asthma and respiratory illness in children and adults.
- Attract birds, butterflies, and other native wildlife.
- Increase walkability, improving health and a sense of community.

WE WANT YOUR FEEDBACK.

Working together with Boyle Heights is our priority and we would like to ensure that each member of the community has an opportunity to suggest tree planting locations. If you would like your voice to be heard, contact us at 213-485-3954 or san.trees@lacity.org. We look forward to hearing from you!

BOYLE HEIGHTS MERECE ÁREAS VERDES.

LA Sanitation and Environment ha sido premiada para plantar y regar 1,400 árboles nuevos y limpiar y otros beneficios ambientales por décadas por venir. Esta es una inversión en la salud de la comunidad y queremos su input sobre dónde se podrán plantar árboles en parques, enfrente de las casas.

LOS ÁRBOLES VERDES DE BOYLE HEIGHTS:

- Eliminar 16,300,000 libras de dióxido de carbono y 38,000 libras de otros contaminantes del aire.
- Tener un clima más fresco ahorrando dinero en las cuentas de servicios públicos.
- Reducirá el riesgo de enfermedades respiratorias en niños y adultos.
- Atraerá pájaros, mariposas y otros animales silvestres.
- Aumentaría la caminabilidad mejorando la salud y el sentido de la comunidad.

NOS GUSTARÍA SU FEEDBACK.

Nuestra prioridad es trabajar con Boyle Heights y queremos asegurarnos de que cada miembro de la comunidad tenga la oportunidad de plantar árboles. Si usted quiere que su voz sea escuchada, contáctenos al 213-485-3954 o san.trees@lacity.org por correo electrónico. ¡Esperamos su respuesta!

OLD

NEW

We're going to plant 1400 trees in Boyle Heights!

YOU TELL US WHERE

Benefits of trees:

- Clean air
- Lower temperatures
- Reduction of health risks
- Increased wildlife
- Beautification of neighborhoods

san.trees@lacity.org
213-485-3954
WWW.LACITYSAN.ORG/TREES

Personalization Success:

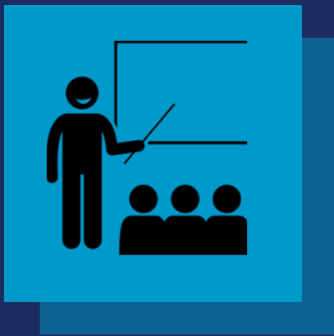
- ▶ Brand recognition
- ▶ Local flavor
- ▶ Languages
- ▶ Simple messages
- ▶ Contact info



HEX | PANTONE | RGB | CMYK

EMPLOYEE COMMUNICATIONS

MAINTAINING SAFETY | RECOGNIZING SERVICE



Educate



Encourage



Brag!!!

IT STARTS AT THE TOP



ENRIQUE ZALDIVAR

Director & GM



LISA MOWERY

Chief Financial Officer



TRACI MINAMIDE

Chief Operating Officer

DISPLAYED AT BUILDING ENTRANCES, BREAK ROOMS, RESTROOMS, LOCKER ROOMS



MASKS REQUIRED FOR THE SAFETY OF OUR STAFF AND GUESTS

Cloth masks, dust masks, bandanas, and scarves are acceptable

ADDITIONAL SITE RULES:

Physical distancing of at least 6 feet must be maintained at all times

Please wear all required PPE for your assigned tasks

Wash hands frequently

coronavirus.lacity.org



WEARING MASKS TO PROTECT OURSELVES AND OTHERS



Thank you LASAN FAMILY



environment LASANITATION

CITY OF LOS ANGELES

WE PROTECT PUBLIC HEALTH
AND THE ENVIRONMENT

LACITYSAN.ORG



environment LASANITATION

CITY OF LOS ANGELES

6 FOOT DISTANCE for safety and respect

Keep Our Workplace Safe!

Practice good hygiene

-  Wear a mask at all times. Use disposable gloves and hand sanitizer as needed.
-  Avoid hand shakes and use non-contact greeting methods like a nod or wave.
-  Wash hands often for at least 20 seconds with soap and water.
-  Disinfect surfaces like doorknobs, desks, and tech devices regularly.
-  Maintain physical distancing of at least 6 feet from others, unless the job requires distancing of less than 6 feet.

Limit meetings and non-essential travel

Utilize video conferencing or phone calls instead of face-to-face meetings.

When video calls are not possible, keep meetings small and maintain a physical distance of 6 feet.

Suspend all non-essential travel and trips.



Stay home if...

- You are feeling sick
- You have a sick family member at home
- You have a fever



Avoid crowds

Elevators should have 3 or less passengers. Maintain physical distancing in lobbies, hallways, and breakrooms. Do not congregate.



SOURCE: CDC.GOV | MAY 2020

Citywide Updates: coronavirus.lacity.org



WE ARE ALL MARKETEERS! ENGAGE THEM IN YOUR WORK



A Little Thanks Goes a Long Way

PHOTOS | VIDEOS | EMAIL | SOCIAL

The words "thank you" just aren't enough to express our gratitude for their dedication.

ENRIQUE C. ZALDIVAR
DIRECTOR AND GENERAL MANAGER

They are our heroes. ♡



Great newsletter. I have been going on trash pickup walks in my neighborhood pretty much every day to collect gloves and masks from the sidewalks. Sending lots of gratitude and good thoughts to the LASAN workforce and their families!!
~ Chelsea Lawson

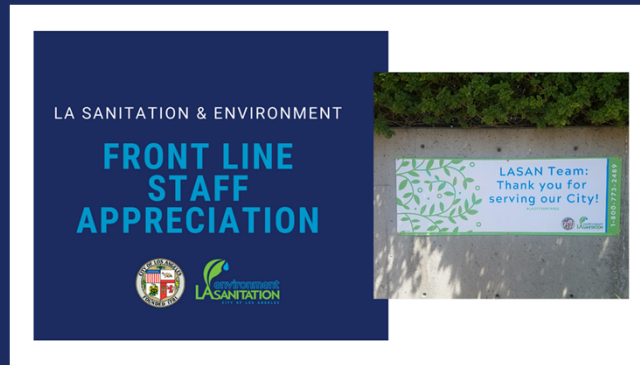
Thank you for everything you are doing for our city. We hope you all stay healthy and safe.
~ Airjel Emme

THANK YOU FOR ALL YOU DO. STAY SAFE. WE ARE CAREFUL TO COMPLY WITH ALL RULES. TAKE CARE.
~ Diane Lander-Simon

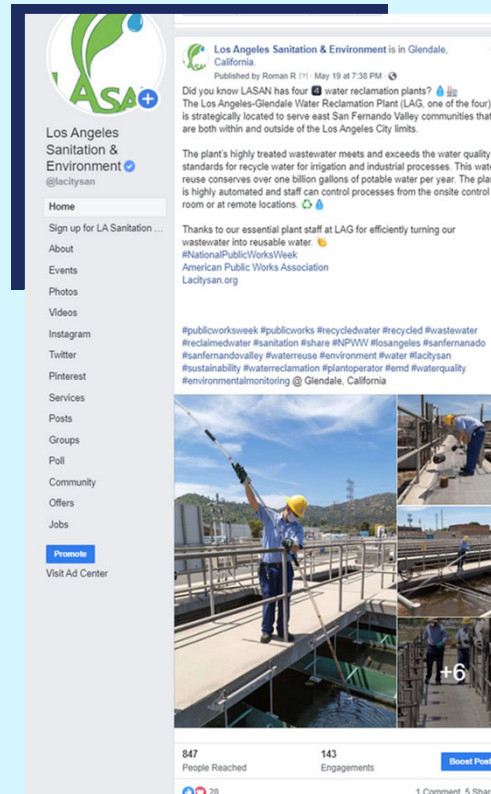
Great job with this very informative pamphlet! And thank you to your staff that does such a terrific job in keeping our City clean...I know it's a very hard job—especially the drivers/pick up people. Thank you for ALWAYS being here for us—especially in this most unusual time!
~ Linda Richardson



APPRECIATION



Go ahead... be boastful!



ASSISTING OUR UNSHELTERED NEIGHBORS IN THE COVID-19 CRISIS



A story of teamwork and dedication.

In response to the COVID-19 pandemic, Governor Newsom deployed RV trailers throughout the State of California to assist cities with housing unsheltered residents and first responders. The City of Los Angeles received 525 trailers which were delivered to Hansen Dam mid March. To date, LA Sanitation & Environment (LASAN) has moved 283 trailers to 6 locations across the City of Los Angeles, often in winds and heavy rain, sometimes working through the overnight hours to get the job done. Once the trailers are deployed throughout the City, LASAN and LADWP assist with disinfecting and sanitizing the potable water tanks and pumping out discharged water. As the trailers become occupied, LASAN will service the trailers by emptying the waste tanks and providing solid waste disposal services.

LASAN also supports Mayor Garcetti's Bridge Home Program, which provides temporary transitional housing to the homeless throughout the City. There are 30 Bridge Home Shelters open or in development across Los Angeles. In addition to Bridge Home, the Mayor has opened emergency shelter beds at twenty City recreation centers to help protect Angelenos and slow the spread of COVID-19. LASAN staff are delivering hand sanitizing stations and storage bins as well as welcoming new residents and screening their belongings for hazardous materials. Some of LASAN's mobile hygiene units were deployed to rec centers lacking shower facilities.

LASAN also partnered with YMCA of Metropolitan Los Angeles to provide nine facilities (including showers, bathrooms, and locker rooms) daily from 9am to 2pm to supplement the six mobile hygiene units.



DON'T STOP WHEN THE PANDEMIC IS OVER

Like knowledge,
appreciation is cumulative.

LOCAL BUSINESS NEEDS LOVE, TOO

As they struggle to get back on their feet, they will have less tolerance and less attention for us. Make quick, big impacts.

INSPECTIONS

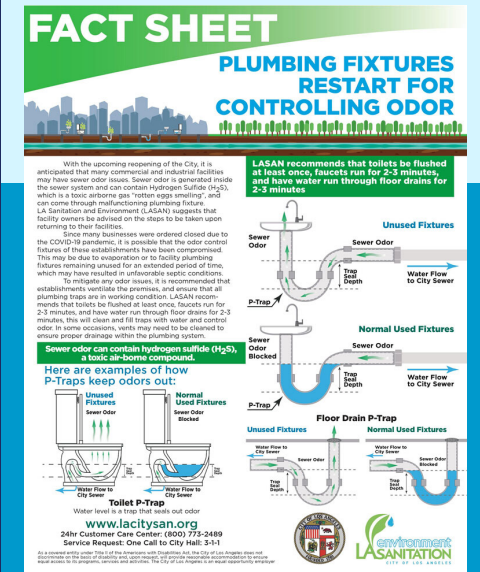
Violations will still need to be addressed, but we support them with solutions as well.

RESOURCES

Sharing information about grants, low-cost loans, industry best practices, etc. builds trust.

HELPFUL TIPS

As businesses are reopening, they appreciate tips for a more pleasant return to work.



Remember to buy local and offer contracting opportunities.

POST-PANDEMIC

WE CAN REBUILD TRUST | WE CAN MAINTAIN PUBLIC SUPPORT
WE ARE ESSENTIAL

STAFF

Educate
Encourage
Brag

RESIDENTS

Branding
Local focus
Languages
Simple
Contact info

BUSINESS

Inspections
Resources
Tips

PARTNERS

Email lists
Social sharing
Cross-messaging

Let's Connect!

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Q & A



UPCOMING 2020

Conferences & Events

Dealing with Disruption: Operationalizing
Resilience in the Water Sector Webinar
Part 4

June 3, 2020

Hot Topics in Clean Water Law
Webinar: Part 2

June 10, 2020

Hot Topics in Clean Water Law
Webinar: Part 3

September 16, 2020

2020 National Clean Water Law &
Enforcement Seminar

Charleston SC

November 18 - November 20, 2020

Learn More and Register at www.nacwa.org/events





NACWA's strength is in our members.

NACWA is the nation's recognized leader in clean water advocacy for public utilities, made possible through the collective voice of our members.

Experience the value in membership through...

- Legislative, regulatory, legal, and communications information and analysis.
- Peer-to-peer resources exchange and support.
- Interactive webinars and events.
- Recognition for your clean water utility's achievements through our national awards programs.

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