



## Outreach & Communication Overview

### Background

- Madison Water Utility's communication and outreach team led 20 tours of our facilities in 2017 and organized 48 Water Wagon events across the city.
- Well 9 is already a popular tour site, especially for classes from nearby Allis Elementary.
- Madison Water Utility has thousands of followers on social media, an important tool that will be leveraged to further our outreach beyond in-person communication.
- \$190 was spent on signage related to the Paterson St. Operations Center open house and tour, and \$1475 was spent on advertising.

### Initial Phase: Design through construction

- Communication with the neighborhood will begin immediately, adhering to MWU's existing [Citizen Advisory Process](#) for major projects. A web page and email list have already been launched.
- Extensive media outreach will begin through existing press contacts.
- Neighbors will be given the opportunity to weigh-in on the home's exterior design, and MWU staff will attend any appropriate neighborhood association meetings to discuss the project.
- Madison Water Utility will reach out to local community partners and potential sponsors.
- "Hard hat" tours will be held during construction as appropriate
- Working with the City's media team, a series of 1-minute "The Making of Madison's Water Conservation House" videos will be launched on Facebook and YouTube documenting construction. Footage will eventually be compiled into a 5-minute video. (MWU videos currently have 29K views on YouTube and 43K views on Facebook).
- Madison Water Utility will reach out to classes from Allis Elementary and interested community members to assist in installing landscaping plantings.

### Tour Phase: Open House to home sale

- From do-it-yourself plumbing fixtures to innovative water-saving technology, the Water Conservation House will demonstrate to Madison homeowners, homebuilders and conservation groups achievable and affordable water conservation methods.
- An initial Open House will be held for interested community members, sponsors and partners, and the media.
- The Water Conservation House will be open for pre-scheduled visits and tours, led by MWU's outreach and communication team.

- Tours will be promoted and scheduled in a similar way to the utility's current Water Wagon program.
- A self-guided landscaping tour will be open continuously.
- Community partners, conservation groups, sponsors, other city agencies and the Lake Edge Neighborhood Association will be able to hold specialty tours, meetings and classes in the home.
- The home will feature an interactive display of Madison Water Utility's online conservation tool, which tracks weekly, daily, and even hourly water use.
- The Water Conservation House will be the site of our final Showerhead Giveaway.

## Potential Community Partners:

Sustain Dane\*  
 Madison Metropolitan School District\*  
 Project Home\*  
 EPA WaterSense\*  
 Madison Area Builders Association  
 Wisconsin Builders Association  
 Kohler  
 UW Extension  
 American Water Works Association\*  
 Madison Area Stormwater Partnership\*  
 Dane Buy Local  
 MGE  
 Alliant Energy  
 Capital Area Regional Planning  
 Commission\*  
 Wisconsin Nursery and Landscape  
 Association

Madison Fire Department/Safety Day\*  
 Cool Choices\*  
 Clean Lakes Alliance\*  
 Pertzborn Plumbing  
 Badger Meter  
 Madison Metropolitan Sewerage  
 District\*  
 Earth Partnership for Schools Program\*  
 We Conserve (UW Madison)\*  
 Community Gardens Network\*  
 Alliance for Water Efficiency\*  
 High Sierra Showerheads\*  
 Dane County Land and Water  
 Resources Department\*  
 Greater Madison Public Information  
 Officers Group\*  
 Madison Behavior, Energy & Climate  
 Change Group\*

\*Denotes groups we've partnered with in the past