



**Madison
Water Utility**



2017

Strategic Communication Plan

Madison Water Utility - January 9, 2017



Table of Contents

Overview.....	3
Goals.....	4
Target Audiences.....	5
Communication Tools.....	6
Key Initiatives.....	8
Key Communication & Outreach Actions.....	11
Measures of Success.....	12

Appendix A) - [Crisis Communication Plan](#)

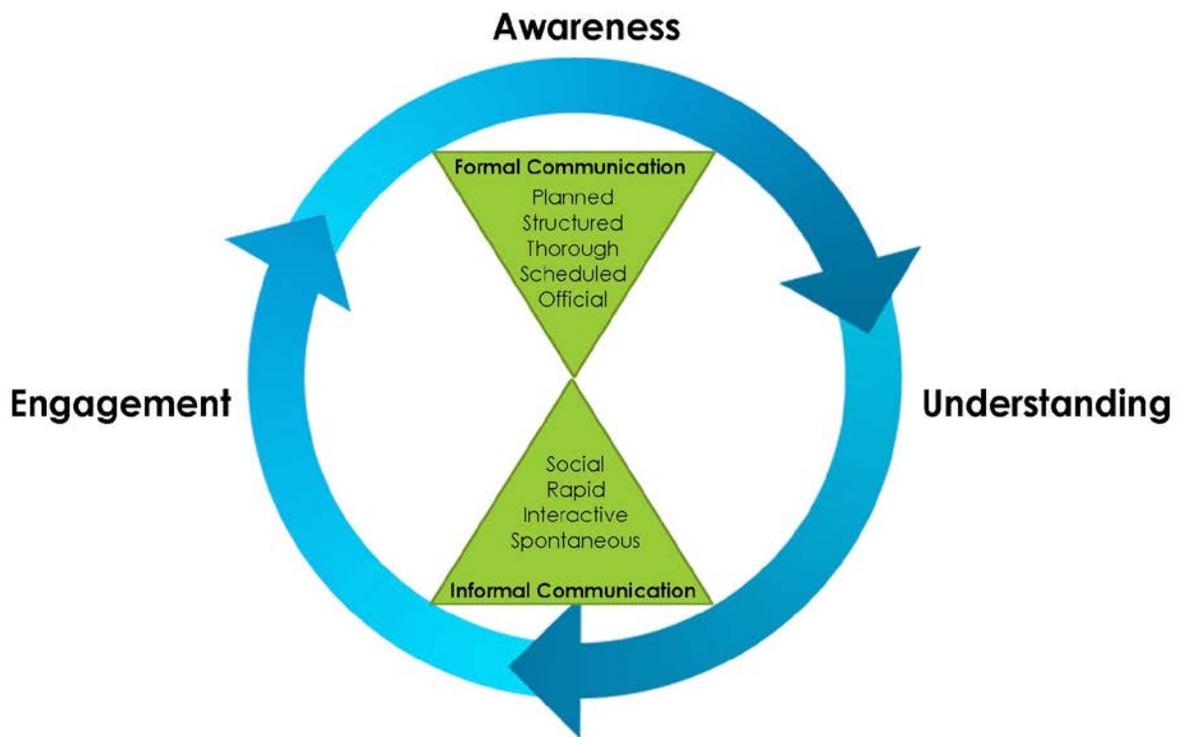
Appendix B) - [Citizen Advisory Process](#)

Appendix C) - [“Know Your H2O” Public Survey Report](#)



Overview

Madison Water Utility's 2017 Strategic Communication plan is a process to raise awareness, broaden public understanding, and increase community engagement in our mission and operations goals by leveraging a dynamic communication model. The communication landscape is richer and more varied than ever before, and this plan will integrate outreach activities across a wide range of informational platforms to bolster Madison Water Utility's key initiatives. This plan will outline both formal and informal communication methods to provide clear and consistent messages and will provide ways to measure the effectiveness of those methods.



Madison Water Utility - Dynamic Communication Model

Goals

1. Increase the public's value of Madison water

Leverage communication tools to educate customers about where Madison's water comes from and highlight our rigorous water quality initiatives and testing programs. Highlight the importance of a plentiful aquifer, reliable infrastructure, and a safe water supply. Raise general awareness about water quality and sustainability issues.

2. Garner public support for critical infrastructure projects

Inform and engage customers living near major project sites; Receive more feedback on projects during all stages, from concept through completion. Give customers clear picture of how a given project plays into our larger mission as a utility. (See Appendix A, ["Citizen Advisory Process."](#))

3. Increase Participation in Conservation & Sustainability Initiatives

Drive up use of our online conservation tool and threshold alert; Use maximum allotted Toilet Rebate funding; Increase awareness of Wellhead Protection Program

4. Gain a better understanding of customer water use habits, knowledge and concerns

Increase feedback opportunities to gain insight into our customers' motivations and perceptions of water quality, reliability and value. (See Appendix C, ["Know Your H2O" Survey report](#))

5. Communicate efficiently with customers during large water outage or other emergency

Implement a streamlined, efficient process to communicate with customers during a crisis; Ensure that our customers come to us first for information related to water quality and infrastructure emergencies. (See Appendix B, ["Crisis Communication Plan."](#))

Audiences

- Customers: Residential, Multi-Family, Public Authority, Commercial, Industrial
- General Public
- Neighbors (people living near major MWU project sites)
- Madison Water Utility Employees
- Water Board Members
- Community Partners
- Lawmakers: Common Council, Mayor, State and U.S. Representatives
- Regulators: Public Service Commission of Wisconsin, Dept. of Natural Resources/Environmental Protection Agency
- Water industry/experts



Communication Tools

<p>MadisonWater.org home page</p> <p>Online introduction for our customers to Madison Water Utility resources, programs and initiatives; regularly updated to reflect timely information and news.</p>	<p>Social Media (Facebook, Twitter, Instagram)</p> <p>Often a behind-the-scenes look at who we are and what we do. Accounts are regularly updated with photos and videos, offering direct, informal interaction with customers.</p>
<p>Project Pages</p> <p>Continually updated resource for community members interested in following/providing feedback on major projects.</p>	<p>Water Wagon</p> <p>Hands-on community outreach tool providing free Madison water at events and schools across the city.</p>
<p>Email Lists</p> <p>Direct, targeted communication with subscribers who are following projects, news & alerts, and flushing updates.</p>	<p>Alert System</p> <p>Web-based tool used to quickly distribute updated information during an emergency, both through email and text.</p>
<p>News Releases/Media Relations</p> <p>Engage news organizations through relationship-building, press releases, and social media; facilitate news stories by responding quickly to information requests and coordinating interviews; generate press attention for MWU initiatives.</p>	<p>"Inside MWU" content marketing</p> <p>In-depth news resource, featuring photos and detailed information on a variety of utility topics and initiatives; available to customers, news media and community partners; also distributed to more than 1,300 subscribers.</p>
<p>Mailers, Bill Stuffers, Signage & Brochures</p> <p>Printed information that maintains consistent MWU brand image and messaging.</p>	<p>Customer Connect Portal</p> <p>Customizable, highly-visible web space for marketing content targeting users of MWU's online conservation tool.</p>
<p>Paid Advertising Campaigns</p> <p>Expose MWU messaging and initiatives to a large audience through display ads that tie into existing web and social media branding</p>	<p>Public Meetings</p> <p>Solicit feedback and engage customers in MWU projects and initiatives through in-person outreach, Q & A, and presentations by staff.</p>

<p>Listservs</p> <p>Direct communication with neighborhood groups, often linking to information on the MadisonWater.org website.</p>	<p>Video (Youtube)</p> <p>Short informational, entertaining clips either professionally produced or shot on cell phones highlighting MWU employees, infrastructure and initiatives</p>
<p>Surveys</p> <p>Gather direct customer feedback on specific projects as well as long-term sustainability goals and planning. Surveys are also used as a tool to inform participants about critical water issues and initiatives.</p>	<p>Neighborhood Association Meetings</p> <p>Opportunity for MWU to connect with neighborhoods impacted by projects and provide direct, in-person communication through existing organizations.</p>
<p>Community Partnerships</p> <p>Connect the work of Madison Water Utility with the work of other, trusted community organizations; build advocates and amplify messaging</p>	<p>Alders</p> <p>Continuously inform alders of projects related to their districts. Leverage the alders' existing communication networks/email lists to distribute information to community members.</p>
<p>MWU Employees</p> <p>Employees who work directly with the public are the face of Madison Water Utility. Informed employees can engage the public during the course of routine work and interaction.</p>	<p>Facility Tours</p> <p>Hands-on learning at critical water facilities. Opportunity to build engagement in MWU's mission, answer questions and educate the community about water issues</p>

Key 2017 Initiatives

<i>Initiative</i>	<i>Type</i>	<i>Audiences</i>	<i>Communication Tools</i>
Water House Project	Sustainability	Neighbors, Community Partners, Regulators, Customers, General Public, Water Board	Project Page, Email List, Social Media, Inside MWU, Community Partnerships, Alder, Listservs, Customer Connect, Survey, Signage
2017 Rate Case	Rates	Customers, Water Board, Lawmakers, Regulators, General Public	Website, Social Media, Bill Insert, Inside MWU, Video (Where Your Water Dollar Goes), Customer Connect
Blackhawk Water Tower	Infrastructure	Neighbors, Lawmakers, Water Board	Project Page, Email List, Social Media, Inside MWU, Community Partnerships, Alder, Listservs, Survey
Well 31 Construction	Infrastructure	Neighbors, Lawmakers, Water Board	Project Page, Email List, Social Media, Inside MWU, Community Partnerships, Alder, Listservs, Mailers
Well 31 Wellhead Protection Plan	Water Quality	Regulators, Water Board, General Public, Neighbors	Website, Social Media, Alder
Well 12 Reconstruction	Infrastructure	Neighbors, Lawmakers, Water Board	Project Page, Email List, Social Media, Inside MWU, Community Partnerships, Alder, Listservs, Mailers, Survey, Signage
Lake View Pipeline Projects	Infrastructure	Neighbors, Lawmakers	Project Page, Email List, Alder/County Supervisor, Signage, Listservs, Friends of Lake View Hill Park
Online Conservation Tool	Sustainability	Customers, Regulators, Water Board	Website, Social Media, Community Partnerships, Paid ads, Inside MWU, Brochures, Water Wagon

135 th Anniversary	Outreach	General Public	Website, Video (Documentary re-edit), Social Media, Inside MWU, Signage, Water Wagon
Showerhead Giveaway	Sustainability	General Public, Water Board, Community Partners, Regulators	Website, Social Media, Community Partnerships, Paid ads, Alder, Listservs, Email list, News Release, Customer Connect, Signage, Brochures
Toilet Rebate Program	Sustainability	General Public, Water Board, Community Partners, Regulators	Website, Social Media, Community Partnerships, Paid ads, Alder, Listservs, Email list, News Release, Customer Connect
Main Replacements	Infrastructure	General Public, Lawmakers, Water Board	Social Media, Website
CIPP Projects	Infrastructure	Neighbors, Lawmakers, General Public	Project Page, Email List, Social Media, Inside MWU, Community Partnerships, Alder(s), Listservs
Water Quality Report	Water Quality	General Public, Customers, Lawmakers, Regulators	Website, Email List, News Release, Mailers, Customer Connect
Joint Sustainability Plan (MMSD)	Sustainability	Water Board, General Public, Regulators, Lawmakers, Community Partners	Inside MWU, Social Media
Well 14 Chloride Study	Water Quality	Neighbors, Customers, General Public, Lawmakers, Regulators, Water Board	Website, Social Media, Email List, News Release, Alder(s), Neighborhood Association meetings, Inside MWU, Facility Tours
Well 27 Radium Study	Water Quality	Neighbors, Customers, Lawmakers, Regulators, Water Board	Website, Social Media, Email List, News Release, Alder(s), Neighborhood Association meetings, Inside MWU

Got Water Hydration Stations	Outreach	Community Partners, General Public, Water Board, Lawmakers	Website, Social Media, Community Partnerships, News Release, Water Wagon, Facility Tours, Signage
Master Plan	Infrastructure Sustainability	Water Board, Lawmakers, MWU Employees	Inside MWU, Social Media
Asset Management Plan	Infrastructure Sustainability	Water Board, Lawmakers, MWU Employees	Trade publication article

2017 Key Communication & Outreach Actions

First Quarter

- Where Your Water Dollar Goes” video
- Launch “Water House Project” public participation process
- “A Little Water” video
- Inside MWU: Water conservation & rates
- Launch 135th anniversary social media campaign
- Inside MWU / News Release: Well 14 remediation study begins
- Update marketing content on Customer Connect portal pages (online conservation tool)
- Inside MWU: Project Home – Home Water Conservation Program

Second Quarter

- “Got Water” School Tours (7)
- Create “Got Water” signage, logo water bottles
- Inside MWU / News Release: Well 27 radium study begins
- Launch 2017 Rate Application communication campaign
- Inside MWU: Well 8 study ends
- World Water Day campaign (partnership with MMSD)

Third Quarter

- Water Wagon – community event season
- “Got Water” School celebrations with Water Wagon
- Drinking Water Week social media campaign
- Water Quality Report distribution and communication
- Online Conservation Tool Ad Campaign launch
- Create Water Main Relining (CIPP) info web page
- Launch Customer Sustainability Survey

Fourth Quarter

- Rate Increase Implementation: bill stuffers, news release, website update
- New Rate Tiers added to Customer Connect/Online Conservation tool
- Where Your Water Dollar Goes video update (new rates)
- Critical Customer email alert sign up mailers
- Asset Management trade publication article/WIAWWA newsletter

Continuous

- Public Participation Process implementation for all active projects
- Facility Tours
- Social Media marketing, Web Update

Measures of Success

The success of Madison Water Utility's 2017 Strategic Communication Plan can be measured through growth in our social media followers, email list subscribers, web page analytics, media mentions, and participation in our programs.

Measure	2016	2017 Target	2017 Actual
Social Media Followers (all platforms)	2,460	3,075 (25% increase)	
Media Mentions	86	75	
Inside MWU Views	8,640	10,800 (25% increase)	
MWU News & Alerts Subscribers	1,439	1,583 (10% increase)	
Inside MWU stories picked up by media	9	10	
Hourly Usage Viewers	8,361	10,452 (25% increase)	
Customers w/ Threshold Notifications	3,379	4,224 (25% increase)	
Facility Tours	12	15 (25% increase)	
Project Email List Subscribers	303	334 (10% increase)	
Project Page Views	3,561	4,452 (25% increase)	
Water Wagon Events	37	35-40	
YouTube Video Views (all videos)	18,821	23,537 (25% increase)	
Toilet Rebates Issued			