

# 2017 Community Outreach

Updated: 9/14/2017



| Water Wagon                                  | Event Organizer Promotion   |            |
|--|---|------------|
| Wednesday Farmers' Market                    |   | 05/03/2017 |
| St. Maria Goretti school fun run             |   | 05/04/2017 |
| Gompers Elementary (Got Water)               | Talked to every class about water and healthy habits.   | 05/08/2017 |
| Falk Elementary (Got Water)                  | Talked to every class about water and healthy habits.   | 05/09/2017 |
| Orchard Ridge Elementary (Got Water)         | Talked to every class about water and healthy habits.   | 05/10/2017 |
| Jefferson Middle School fun run              |   | 05/12/2017 |
| Franklin Flash Dash                          | MWU logo on event t-shirts, multiple announcements at event   | 5/19/2017  |
| REAP Family Food Fest                        | Sponsorship mention & logo on event website, emails, and materials, thank you announcement at event                 | 5/21/2017  |
| Black Hawk Middle School B.O.S.S. Run        |   | 5/26/2017  |
| Wednesday Farmers' Market                    |   | 5/31/2017  |
| Schenk Picnic (Got Water)                    |   | 6/2/2017   |
| Paterson Open House                          |   | 6/3/2017   |
| Glendale Elementary (Got Water)              | Talked to every class about healthy habits and drinking water source  | 6/6/2017   |
| Black Hawk Middle School 7th Grade Field Day |   | 6/7/2017   |
| Reynolds Park Block Party                    | Sponsorship mention in event announcements  | 6/11/2017  |
| Summer Food Program Kick-off                 | Thank you announcement at event   | 6/19/2017  |
| Hmong Language and Culture Camp              | Talked to all campers about healthy habits, sustainability, water source  | 6/22/2017  |
| Shake the Lake                               | MWU logo and mention on website   | 6/24/2017  |
| Southside Soccer Series Kick-off             |   | 7/8/2017   |
| Willy Street Coop Annual Meeting & Party     | Website and Social media mention/promotion, arrow signs and thank you at event, Photo in Willy St Reader post-event | 7/13/2017  |
| Southside Soccer Series                      |   | 7/15/2017  |
| Ride the Drive                               | Website, press release  | 7/16/2017  |
| Badger Rock Community Market                 | Facebook  | 7/20/2017  |
| Wednesday Farmers' Market                    |   | 7/26/2017  |
| Paddle & Portage                             | MWU logo in sponsor section of website, thank you announcements through   | 7/29/2017  |
| MPL Summer Reading Club Concert              |   | 8/1/2017   |
| Wednesday Farmers' Market                    |   | 8/2/2017   |
| WPT Get Up and Go!                           |   | 8/4/2017   |
| Fire Dept. Picnic                            | MWU logo on reusable cups that were distributed at event  | 8/6/2017   |
| Wednesday Farmers' Market                    |   | 8/9/2017   |
| Wednesday Farmers' Market                    |   | 8/16/2017  |
| Eken Park Festival                           | Pre-event email, Even'ts FB page. "thank you" announcements at event  | 8/19/2017  |
| Makeshift Festival                           | Sponsorship mention on event website  | 8/20/2017  |
| Wednesday Farmers' Market                    |   | 8/23/2017  |
| Westfest                                     | Thank you announcements at event  | 8/26/2017  |
| UW Madison Move-in Days                      |   | 8/29/2017  |
| UW Madison Move-in Days                      |   | 8/30/2017  |
| UW Madison Move-in Days                      |   | 8/31/2017  |
| UW Madison School of Engineering             |   | 9/5/2017   |
| Wednesday Farmers' Market                    |   | 9/6/2017   |
| Ironman Wisconsin                            | In-kind sponsorship, advertisement in racer's guide   | 9/10/2017  |

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|   |           |
|---|-----------|
| Lincoln Elementary Health & Wellness Fair | 9/12/2017 |
| <b>TOTAL</b>                              | <b>42</b> |

## Facility Tours/Field Trips

|   |            |
|---|------------|
| Madison College - journalism class - Well 15              | 02/03/2017 |
| Madison College - Water Supply & Sewerage Class - Well 15 | 03/07/2017 |
| CIRCLE Homeschool   | 03/13/2017 |
| Got Water - Gompers - Well 13                             | 03/28/2017 |
| Girl Scouts - Well 9                                      | 04/08/2017 |
| Shabazz High School - Well 7                              | 04/19/2017 |
| Orchard Ridge - Got Water - Well 20                       | 04/28/2017 |
| Crestwood Elementary - Well 26                            | 04/29/2017 |
| Falk Elementary - Got Water - Well 20                     | 05/03/2017 |
| Madison Waldorf School 6th Grade - Well 26                | 05/12/2017 |
| Allis Elementary 4th Graders- Well 9                      | 05/25/2017 |
| Schenk Elementary 4th Grade- Got Water- Well 11           | 05/26/2017 |
| Sherman Middle School - Got Water - Well 7                | 06/07/2017 |
| Educator Professional Development Course- Well 20         | 7/14/2017  |
| UW STEM program 8th/9th graders - Well 19                 | 7/20/2017  |
| Huegel Lego League- Well 20                               | 8/30/2017  |
| <b>TOTAL</b>  | <b>16</b>  |

## Neighborhood Association Meetings

|                             |            |
|-----------------------------|------------|
| Spring Harbor (re: Well 14) | 04/24/2017 |
| <b>TOTAL</b>                | <b>1</b>   |

## Social Media

|  |                         |
|--|-------------------------|
| Twitter (1,568 followers as of 12/10/2016)         | 1,792 current followers |
| Facebook (551 likes as of 12/10/2016)              | 678 current page likes  |
| Facebook Videos                                    | 43.3K views             |
| Instagram (283 follows as of 12/10/2016)           | 530 current followers   |
| Youtube (20 videos, 16,719 views as of 12/10/2016) | 20 videos, 25,671 views |

## Press Releases

|                          |   |
|--------------------------|---|
| Total official releases: | 9 |
|--------------------------|---|

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| Media Mentions |           |
|----------------|-----------|
| January        | 9         |
| February       | 8         |
| March          | 6         |
| April          | 6         |
| May            | 4         |
| June           | 6         |
| July           | 3         |
| August         | 2         |
| September      |           |
| October        |           |
| November       |           |
| December       |           |
| <b>TOTAL</b>   | <b>44</b> |

| Inside MWU                             |                                |
|--|--------------------------------|
| Articles:                              | 9                              |
| 2017 views                             | 6,195                          |
| Email list subscribers (News & Alerts) | 1,535                          |
| Articles picked up by other media:     | 1 (WISC-TV), 1 (State Journal) |

| Project Pages/Subscribers                                   | Views in 2017 |
|---|---------------|
| Well 31 Construction  | 304           |
| Lakeview Reservoir  | 336           |
| Lakeview Water Main Upgrades                                | 109           |
| Whitney Way Water Main Upgrades                             | 134           |
| Paterson St. Operations Center                              | 201           |
| Well 12 reconstruction                                      | 176           |
| Water House Project   | 276           |
| Water Main Relining (CIPP)                                  | 57            |
| Water Main Projects   | 150           |
| Blackhawk Water Tower                                       | 558           |
| <b>Project Email List Subscribers (313 as of 1/18/2017)</b> | <b>383</b>    |

| Customer Care                        |       |
|--------------------------------------|-------|
| Viewing Water Usage                  | 9,405 |
| Usage Alert Notification subscribers | 3,698 |

| Other Outreach  |            |
|---|------------|
| Showerhead Giveaway at Meadowwood Neighborhood Center | 3/18/2017  |
| Earth Day Fair at St. Mary's Hospital                 | 04/20/2017 |
| 135th Anniversary Celebration                         | 6/3/2017   |
| 100th Mile of Main Celebration                        | 09/14/2017 |

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| Community Partners  |
|---|
| Madison Metropolitan School District                          |
| YMCA Dane County  |
| Healthy Kids Collaborative                                    |
| Madison School and Community Recreation (MSCR)                |
| Reap Food Group   |
| American Family Children's Hospital                           |
| Urban League Madison  |
| Hmong Language and Cultural Enrichment Program                |
| Madison Public Library  |
| Wisconsin Public Television                                   |
| Willy Street Coop   |
| Clean Lakes Alliance  |
| Earth Partnership for Schools Program                         |
| Mad City BECCsters (Behavior Energy and Climate Change)       |
| Seventhwave   |
| Madison - Committee on the Environment                        |
| We Conserve- UW Madison                                       |
| Racial Equity and Social Justice Initiative (City of Madison) |
| Cool Choices  |
| Community Gardens Network                                     |
| Project Home  |
| MAMSWAP   |
| Madison Area Chef's Network (Yum Yum Fest)                    |
| Friends of Lake Wingra  |
| EPA WaterSense  |