



Public Information Committee Report

Winter Trustees Meeting

January 10, 2018

• **2018 Excellence in Communications Awards**

Due to the conference being scheduled in April, this year we offered an early bird registration fee in December to prompt folks to enter their project for consideration earlier than usual. This was a fairly successful strategy.

The early bird registration fee was the same as last year's fee. After the early bird deadline, the fee increased \$10. We waive the registration fee entirely for utilities with less than 15, 000 service connections.

• **Tacoma 2018: Public Information Technical Sessions**

The Public Information Committee has organized four action packed hours of technical training on the following topics on Thursday, April 26:

- Morning Session 9:45 to 12noon:
 - Backflow Incident Notifications
 - Water System Notifications
- Afternoon Session 2:30 to 4:45:
 - Tapping Video to Tell Your Story
 - Leveraging Community Input on Water Reuse
 - Excellence in Communications Show & Tell

• **Public Information Activities in 2018**

The committee conducted our first online survey (thanks to a tutorial from an IT Committee member at the 2017 Fall Trustees Meeting). Based on results of the survey we will be offering more webinars and possibly a half day workshop. Committee members want to learn more about electronic communication channels. Our training themes for the year:

- Value of Water
- Crisis Communication
- Hot Topics

• **Public Information Leadership Recruitment**

Tacy and Libby led our committee for nearly a decade! We so appreciate their heroic effort...and...realize that such extended service can lead to burnout. This year we will initiate a nomination and election process with the goal of rotating committee leadership.

PI Committee 2018 Winter Trustee Report January 9, 2018

We were able to use the Constant Contact newsletter engagement statistics to identify several potential nominees. Active recruitment is now underway and we hope to have a culture of rotating leadership established in the coming years.

To this end, the committee has drafted a charter that will be added to the officer roles document. Clear communication about and procedures for committee leadership tasks is expected to make it easier to ask potential leaders as well as help them make a case for committee leadership to their managers.

Respectfully Submitted by Jill Hoyenga and Libby Barg, Co-Chairs