



American Water Works Association  
**Pacific Northwest** Section

# 2018 Excellence in Communication Awards Show & Tell

# Goals of Show & Tell Session

- Honor award winners without distraction
- Learn from award winners
- Make time for a viewing of all submittals and celebrate afterward

# Dance of the Day

- Intro of presenter
- Presentation from award winner
- Present award, photo opportunity
  
- Not all award winners were able to attend so Libby will make a short presentation about those awards between each speaker



American Water Works Association  
**Pacific Northwest** Section

2018  
Excellence in  
Communications  
Award

# Print Communication – Large Utility

City of Spokane  
Kristen Zimmer



# WATER SAVINGS AT HOME

The world's supply of clean, usable water is decreasing faster than it can be replaced. With climate change concerns and pervasive droughts, nearly everyone is looking for ways to conserve resources and cut costs. With just a few small changes, we can build a sustainable future together and protect our most precious resource.

## Re-Purpose Water

When you change the water in your fish tank, reuse it to water your plants. This also acts as a natural fertilizer.



## Go Low and Slow the Flow

Using a low-flow showerhead could potentially save 12,000 gallons per year and 12% on your energy bill.



## No Cup Left Behind

Before you dump your old glass of water down the sink, look for a thirsty plant to make happy.



## Accessorize Your Faucet

Installing a low-flow aerator is one of the most cost-effective ways to save water. You can increase the faucet's efficiency by 30% without sacrificing performance.



## Lighten Your Load

Installing a high-efficiency machine will use 50% less water. Washing only full loads of laundry makes the most of the washing cycle.



## Get Flush with Savings

Fill a 1/2 gallon plastic container with water or gravel and place in the tank to save 1/2 gallon every flush.



## Think at the Sink

Use short blasts to rinse dishes instead of running water. This saves nearly 5,000 gallons a year!



## Catch a Running Toilet

A leaky toilet can waste 200 gallons every day! Add food coloring to the tank; if the color makes it into the bowl within 15 minutes, you have a leak.



## Fill 'er Up

Wash full loads of dishes to maximize your water savings. Using a dishwasher instead of hand washing dishes potentially saves 30-40 gallons.



## Chill Out

Place a pitcher of water in the fridge instead of letting the tap run until it's cold. While you're at it, thaw frozen foods in the refrigerator instead of using running water.





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# Consumer Confidence Report – Large Utility

City of Gresham  
Robin Pederson

Gresham's CCR is an opportunity to communicate the value of water (both as a product and a service), to promote wise use, to build community trust and customer satisfaction, and to encourage investment in resource protection and infrastructure.

Bullet points in red are mandated.

- Message from Your Water Provider
- Drinking Water Sources
- Resiliency Projects
- Emergency Preparedness
- **Water Quality Data table**
- **Definitions**
- **Notes on Contaminants**
- **What the EPA Says About Contaminants**
- **Reducing Exposure to Lead**
- Sign Up For Public Alerts
- **Special Notice to Immuno-Compromised People**
- Regional Water Providers Consortium Member
- Learn More
- Public Participation Opportunities
- Translation Services

1 Checklist for 2017 CCR				
	Feb	Mar	April	May
2				
3 Create a 2017 CCR folder	x			
4 <del>Send out an RFQ for design work - IN HOUSE</del>	x			
5 Submit Communications Request for Gresham Summer Newsletter, June Neighborhood Connections, Nextdoor, FB, CityNews, & Council Weekly Update		x		
6 Contact Utility Billing to confirm bill and ebill messages are the schedule 5/11-6/29		x		
7 Send WQ data table to Operations for completion		x		
8 Solicit the "Manager's Message"		x		
9 Review file of violations & WQ regulations (LCR exceedances, Crypto, etc.)		x		
10 Watch for PWB's monitoring data - April 1st.			x	
11 Watch for Rockwood's monitoring data - April 1st.			x	
12 Submit IT Request for direct URL link on webpage			x	
13 Update message to be printed on bills and ebills			x	
14 Send content to graphic designer & request final by end of May			x	
15 Update CCR Certification letter to State			x	
16 Check back with Communications & confirm request submitted in March			x	
17 Final CCR to printer for printing, submit PO request for payment (100)				x
18 Submit Final CCR to IT for the direct URL link				x
19 Submit Final CCR to Web Content Manager for publishing on our web page				x
20 Email CCR link to PWB, Fairview, Rockwood, Wood Village, Troutdale, & Lusted Water				x
21 Submit CCR Certification letter to Manager for signature, scan to CCR folder and add to historical CCR binder with Certified Mail Receipt				x

Electronic delivery provides a "win-win" scenario where both customers and utilities benefit, with the goal of greater access to water system information that is always available while simultaneously reducing environmental impacts and using utility funds as efficiently as possible.

- ✓ Printed message of availability on utility bills
- ✓ Posted on City's website
- ✓ Published availability information in City's newsletter to reach all non-bill paying customers
- ✓ Improved community awareness by the following methods:
  - Delivered to elected officials and the City Manager
  - Included notice of availability in our E-Newsletter
  - Published information and links on Facebook, Nextdoor, and CityNews
  - Emailed link to neighboring agencies
  - Mailed to customers upon request



Graphic Design by  
Christine Blystone  
City of Gresham  
Communications





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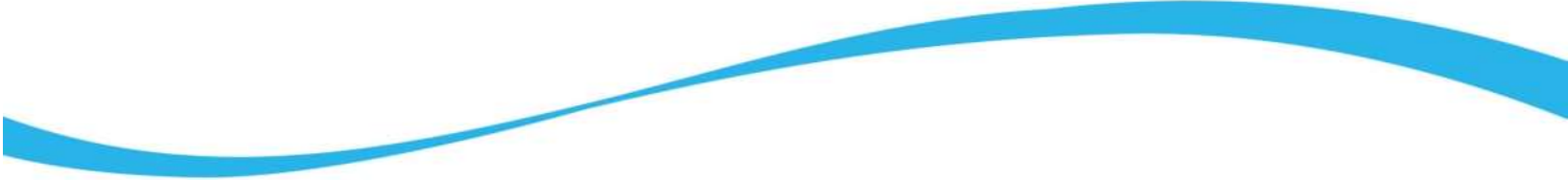
# Consumer Confidence Report – Large Utility

## City of Gresham



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Print Communication – Small Utility  
Electronic Communication – Small Utility  
Strategic Communication Plan – Small Utility

Mason Co. PUD No. 1  
Kristin Masteller  
Director of Business Services



small budget =  
**BIG IMPACT**

# About Mason Co. PUD No. 1

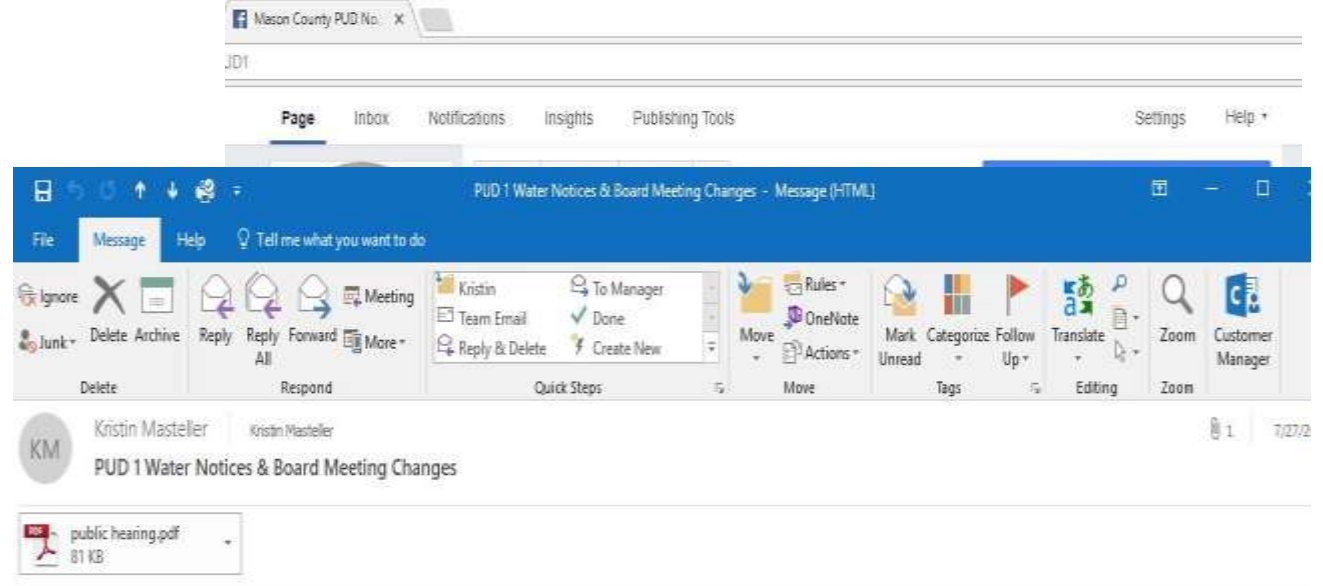


# EXTERNAL CUSTOMERS

WHAT DO OUR CUSTOMERS  
WANT AND NEED TO KNOW?

HOW DO THEY LIKE TO  
RECEIVE THE INFORMATION?

# SOCIAL MEDIA



## Greetings PUD 1 Customers!

Hope you're all staying cool during these warm summer days! Even hotter days are on the way in the next couple weeks. We've had a rash of underground faults on our power side due to the high temps. Please remember that we have a water conservation in effect through the end of September. We are asking customers to please water every other day- even numbered addresses water on even numbered days and odd numbered addresses on odd numbered days. We don't want to run our reservoirs low and have to put everyone on a boil water advisory so thank you for helping us conserve!

## [Union Regional Water System Public Hearing](#)

Just a reminder that **NEXT TUESDAY** we will hold a second public hearing on the Union Regional Water System Plan on Tuesday, August 1<sup>st</sup> at the Union Fire Hall at 6:00 p.m. In 2016, the District received a grant to develop this water system plan and evaluate the feasibility of consolidating six Union area water systems. The grant-funded regional water system plan meets the Department of Health's requirements to develop a water system plan every 10 years, rather than having the District pay to develop individual plans for each of the six systems. The public hearing announcement is attached.

## [Water System Projects FYI-](#)

- The water crew recently built a new pumphouse on our Vuecrest system.
- They will start a main line replacement on Orre Nobles in Union in August.

## [Another Change in Board Meeting Dates](#)

The Board of Commissioners' will only hold one meeting for August on the 15<sup>th</sup> at 1:00 p.m. A quorum may be present at the Skokomish Tribe's Skokomish Estuary Restoration Celebration on Tuesday, Aug 29, 2017, at 12:00 pm located at [Flats Road, Skokomish 98584](#). The board meeting on August 29th has been cancelled.

## [Stay Connected for outage information-](#)

**Are you following us on social media?**

 <http://www.facebook.com/MasonPUD1>

 <https://twitter.com/MasonCountyPUD1>

# INTERNAL CUSTOMERS

HOW DO OUR EMPLOYEES LIKE  
TO COMMUNICATE WITH US?

HOW DO WE TURN OUR  
EMPLOYEES INTO  
COMMUNICATORS?

# Strategic Work Plan

<b>500</b>	<b>Water Projects</b>
501	Automate chlorination testing-continue to evaluate options
502	<b>Well Pump Replacement:</b> Vuecrest Beach, Bay East, Bayshore
503	<b>Main line replacement:</b> all lines as needed
504	<b>Union Regional Projects; (see below)</b>
505	Hood Canal fire hydrant painting
506	Hood Canal Water System main replacements (Union Regional)
507	Purchase land for reservoir- Union Ridge & Vuecrest
508	Install water main between Alderbrook & Hood Canal
509	Alderbrook Well 1 replacement
510	<b>Emergency Pump Replacement:</b> Booster or Well Pump
511	Mainline extension for Viewcrest Beach
512	<b>Reservoir Recoating (exterior):</b> Union Ridge tank
513	Water System Plan Part A update
514	Reservoir cleaning and inspection- Lake Arrowhead, Hoodsport, Hood Canal, Vuecrest, Highland Park, Harstene Retreat, Cushman, Inc., and Canal Mutual

<b>1.5 Work with WPUDA on Legislative Changes</b>				
1.5.1	Class A-B for small, rural A systems	Nothing to report. Will take up initiative with WPUDA if they decide to move on it. Removed from plan.	Board	
<b>1.6 Water Projects</b>				
1.6.1	<b>Investigation Process &amp; Presentation-</b> Ensure a proper scope of issues; receive input on the direction to move in from the board and the public prior to launching into a project. Give multiple options, "outside the box".	Continuing to work on proposed Union Consolidation. Working to identify priorities associated with twenty-year consolidation plan that will benefit the customers on the five systems associated with future consolidation.	Steve	Ongoing
1.6.2	<b>Automate chlorination testing-</b> continue to evaluate options	<b>Reviewed available options. Does not make sound economic sense at this point. Removed from plan.</b>	Steve & Darin	Q3
1.6.3	<b>Lake Arrowhead manganese and automated chlorination design</b>	<b>Completed. Waiting to collect all results.</b>	Steve & Darin	Q4

1.6.4	Automated chlorination design: Canal Mutual, Bayshore, and Minerva Terrace	Darin meeting with a company to evaluate feasibility of this. Moved to 2018. Nothing new to report.	Steve & Darin	Q3
1.6.5	Agate Beach – Water System Plan	Moved to 2018.	Steve & Darin	Q4
1.6.6	<b>Well Pump Replacement: Viewcrest Beach</b>	<b>Replaced pump in Union instead.</b>	Steve & Darin	Q2
1.6.7	<b>Emergency Pump Replacement: Booster or Well Pump</b>	<b>Replaced both pumps at Union Well 2, completed in July 2017.</b>	Steve & Darin	Q4
1.6.8	Ensure all pump replacements have high efficiency	BKI is doing the evaluation of all of our pumps and pipes for 2018.	Steve & Darin	Q4
1.6.9	<b>Reservoir Recoating (exterior) &amp; Resealing (interior):</b> Alderbrook Tank #1 & Tank #2	<b>Interior of one reservoir is completed. 2<sup>nd</sup> will be completed in early 2018.</b>	Steve & Darin	Q4
1.6.10	<b>Reservoir Recoating (exterior):</b> Union Ridge tank	Removed from plan. Looking at other options with Union Regional System.	Steve & Darin	Q4
1.6.11	<b>Water System Plan Part A Update</b>	This is in the 2018 budget and put in the 2018 plan.	Steve & Darin	Q4
1.6.12	<b>Reservoir Cleaning &amp; Inspection:</b> Lake Arrowhead, Arcadia Estates, Bayshore, Mt View, Union Ridge, Canal Beach Tracts, Holiday View Two	<b>Completed.</b>	Steve & Darin	Q2
1.6.14	<b>Roll out Backflow Device &amp; Cross Connection Campaign to Alderbrook</b>	<b>Completed:</b> These materials have been designed, printed, and mailed out to Alderbrook in March. Article in newsletter & social media.	Kristin & Brandy	Q1 & Q2
<b>1.7 Sewer Maintenance</b>				
1.7.1	Grinder Pump Replacements (as needed)	Nothing to report.	Steve & Darin	Q4



# The Evolution of the Newsletter

File Message Help Tell

Ignore X Delete Archive Reply Reply All

Junk Delete

KM Kristin Masteller <kristinm...  
PUD 1 Newsletter & Cust

You replied to this message on 1/24/2018

Nwsitr-Mason-Fall-Front-Web.pdf  
2 MB

## Happy Fall PUD 1 C

### Fall 2017 Edition of The Co

Please enjoy our newest edition of The Connector was again awarded a 1

### Office Closed for Just a Bit

The PUD office & operations will close response plan exercise. If you want to

### Customer Appreciation Eve

it's that time!!!! We are grilling burge Week 2017! Please join us if you can!



Page Inbox Notifications Insights Publishing Tools

Settings Help



Mason County PUD  
No. 1

@MasonPUD1

Home

About

Photos

Reviews

Videos

Events

Posts

Services

Shop

Groups

Like Follow Share ...

+ Add a Button

http://mason-pud1.org/.../2012/06/Nwsitr-Mason-Winter-2018-We...



324 people reached

Boost Unavailable

Like

Comment

Share

Heather A. Olson Coats and SteveandJulie Taylor

1 Share



Write a comment...



Mason County PUD No. 1

January 30 · 🌐

Crew estimating power should be restored in



21971 N US Highway 101 (0.03 mi)  
Shelton, Washington 98584

Get Directions

(360) 877-5249

http://www.mason-pu...

Promote Website

Public Utility Company

Hours 8:00 AM - 5:00 PM  
Open Now

Suggest Edits

Pages liked by this Page



Kitsap Public Utility District



Washington Emergency Man...



Macecom

# Tips to Consider...

- Find out what your customers and employees want to know and how they want to learn about it.
- Don't be afraid to scrap things that aren't working.
- Spend your \$\$\$ where it really makes an impact.
- Embrace FREE technology but only where it is VALUE added.
- **CROSS PROMOTE!**





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Print Communication – Small Utility  
Electronic Communication – Small Utility  
Strategic Communication Plan – Small Utility

**Mason Co. PUD No. 1**



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# Strategic Communication Plan – Large Utility

## Tualatin Valley Water District

# Grabhorn Reservoir Replacement Community Outreach

- Replace 5 MG Grabhorn Reservoir with seismically resilient reservoir
- 1.5 years of traffic and neighborhood disruption
- No public comments
  - County cannot recall the last time a project of this size had no public comments

TVWD GRABHORN RESERVOIR REPLACEMENT

FREQUENTLY ASKED QUESTIONS

PURPOSE AND NEED | SCHEDULE | CONSTRUCTION IMPACTS AND SAFETY | FINAL SITE APPEARANCE | WHO TO CONTACT

**PURPOSE AND NEED**

**Why is this project needed?**  
The existing tank is over 80 years old and has reached the end of its useful life. It has numerous structural issues and is being used to hold up the road. A new tank is needed to ensure that water can be safely stored and distributed at this location and to avoid complete failure of the existing tank. This is the only storage tank in the Tualatin Valley Water District's (TVWD) largest pressure zone.

**Why are the improvements needed at this particular location?**  
The elevation at this site will continue to make it an ideal location from which to distribute water to TVWD customers via gravity flow. The elevation of the tank sets the water pressure for a large portion of TVWD customers. The District also has an existing AWW pump station at this site. Constructing a replacement reservoir at an alternative site was evaluated, but was determined to be neither practical nor cost-effective.

**How will this project benefit me, my neighbors, and the larger community?**  
Replacement of the reservoir will ensure TVWD can safely continue to serve customers who receive water from this reservoir for many years to come. It will also improve safety and effectiveness of operations at the site for TVWD staff. Removal of vegetation at the site will ensure that the majority of the site remains in a natural condition and serves as a scenic amenity to the neighborhood. In addition, existing pipes between adjacent neighbors will be abandoned with this project.

**What aspects of the project can the neighbors affect?**  
Community members can advise the District on the appearance of fencing, vegetation, and potential color of the reservoir. At the same time, many of the design and construction decisions will be driven by safety considerations, technical issues, such as topography, geology, structural design principles, construction practices, land use and environmental permitting requirements, and the importance of using rate payer dollars wisely.

Emery & Sons Construction Group | Eastern Valley Water District | KELLER ASSOCIATES

# tvwd.org/grabhorn

- FAQ
- Project Schedule
- Aerial Photo
- Grabhorn ASR Handout
- Project Site Board
- Guide to Construction Equipment in the Neighborhood
- Guide to Landscape Restoration Plants

**CONSTRUCTION EQUIPMENT**  
During Grabhorn Reservoir Replacement

Smart & Data  
Sustainable Tools

Trinity Valley Water District

KELLER  
CONSTRUCTION

Transition of an existing 1 MG concrete reservoir.

Excavator with hydraulic breaker attachment used to demolish concrete structure.

Excavator equipped with Tiger Tooth Ripper attachment used to break up old concrete.

Using tracks and compact equipment placing and processing crushed rock in preparation for reservoir base soil.

Concrete pump and truck placing concrete for Reservoir structure.

Drum with concrete form for Reservoir wall concrete pour.

Crane lifting up steel rebar structure in preparation for installing column around the concrete walls that will be braced and covered with shotcrete.

**GRABHORN RESERVOIR**

Smart & Data  
Sustainable Tools

Trinity Valley Water District

KELLER  
CONSTRUCTION

**FOREST TREES**

**FOREST UNDERSTORY**

The collage features a grid of 11 photographs. The 'FOREST TREES' section includes images of vibrant autumn foliage, a dense stand of tall, thin trees, a single evergreen tree, and a large, leafless deciduous tree. The 'FOREST UNDERSTORY' section includes images of green foliage, a close-up of a tree branch with red berries, a close-up of green leaves, and a large green fern frond.



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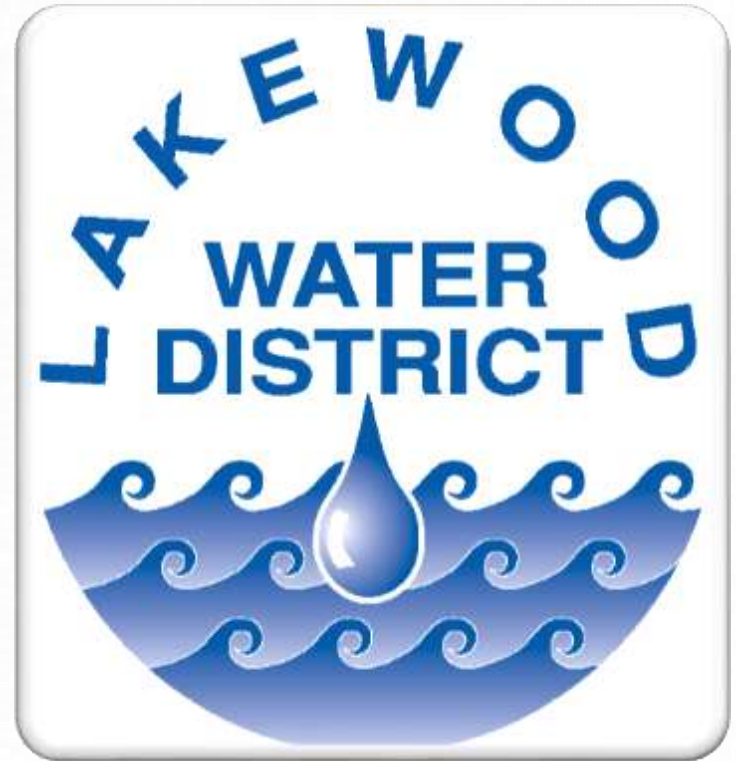
# Electronic Communications – Large Utility

Lakewood Water District  
Kevin Wyckoff



# Lakewood Water District Website Project

Making a site people  
will use





Search...

ABOUT US » OUR WATER » CURRENT EVENTS » PROJECTS » FORMS » RATE INFO » CONTACT



# Old Site

- Required Knowledge of HTML to make any changes
- Hard to navigate
- lacked USEFUL INFORMATION
- Dated Features
- Complicated Domain name: [www.Lakewood-water-dist.org](http://www.Lakewood-water-dist.org)

# Improvement Process

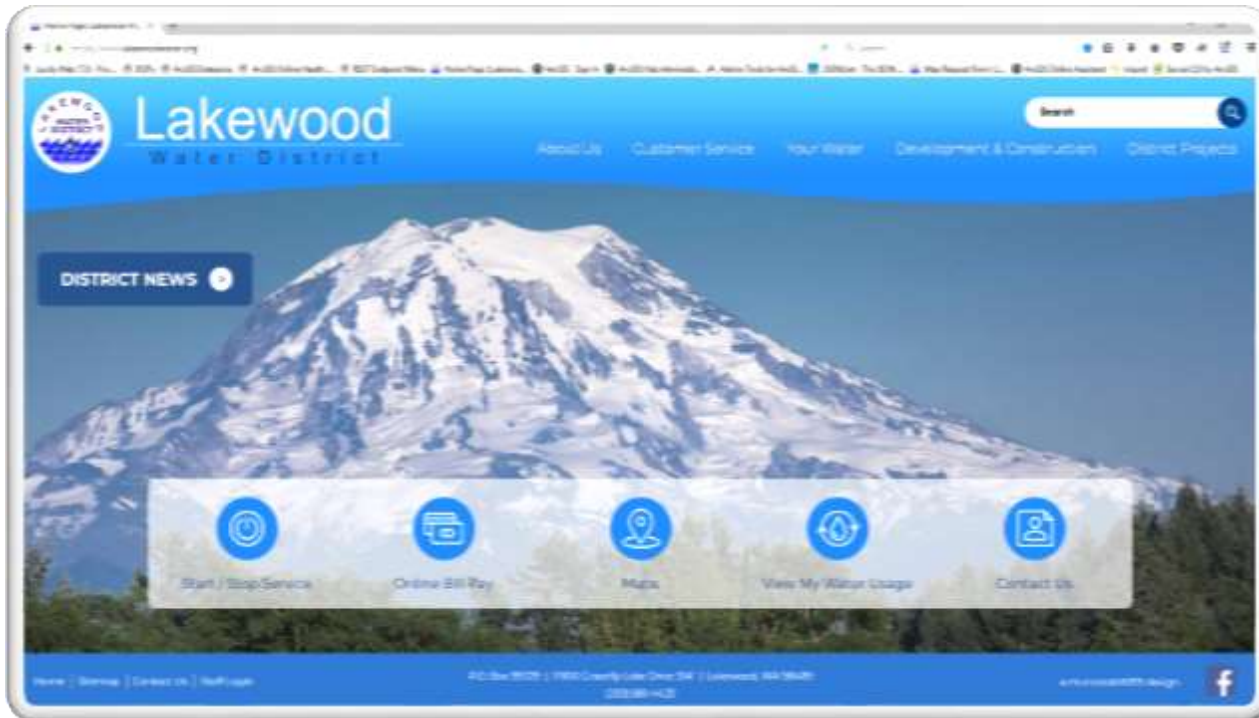
1. Identified needs
  1. Cleaner, more modern look
  2. Easy to navigate
  3. Easy for all staff to update
  4. Simpler Domain Name
2. Requested Proposals and interviewed design firms
3. Signed Contract with Municode/aha Consulting
4. Formed internal website committee to guide design
5. Committee provided design guidance for municode
6. Municode built the structure of the website and migrated content from old site
7. Committee members created new content to fill out the new site
8. Launched site and continue to update weekly



# Design by committee process

- Initially met weekly with Staff from different functional areas
- Meetings were guided by a strong agenda laying out the decisions needed at each stage
- Consensus was reached on overall color theme, home screen scrolling, buttons, menus and features
- Identified main elements of site and assigned responsibility for content creation and maintenance
- Set deadline for launch

# New site Complete



Thanks to:

- Peter Kang, former LWD IT Admin
- Dave Fels, Aha Consulting
- Dave Hall, LWD Pumping Dept. Supervisor/Website Management Liaison
- Zac Smith, LWD Pumping Dept. Lead
- Doreen Funderburk, LWD Customer Service
- Amber Dickens, LWD Customer Service
- Phillip Mendoza, LWD Accounting Lead



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# Electronic Communications – Large Utility

## Lakewood Water District



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# Internal Communications – Large Utility

## Tualatin Valley Water District

# National Preparedness Month Water Storage & Emergency Kit Hands-on Demo

- Prepare employee and their families so they are available as first responders
- Get employees started on assembling kits
- Water storage sanitation and emergency kit clinics, take home tools and Amazon purchase list

**Water Storage Sterilization and Filling**

**You will need:**

- Water storage container
- Portable water hose
- Bucket to submerge hose
- Galon and measure measure
- Safety goggles, gloves, apron
- Spray bottle
- Non-scented bleach

*Note: Full containers can be heavy, so fill near where it will be stored or have a way to move it such as a dolly.*

<p><b>Step 1: Sanitize Hose</b></p> <ul style="list-style-type: none"><li>• Fill bucket with enough water to submerge the hose. Measure the water in gallons so you know how much bleach to use.</li><li>• Add four teaspoons of bleach per gallon of water.</li><li>• Submerge the hose. Swirl it around so the bleach water gets inside the hose.</li><li>• Let it sit while you sanitize the container.</li></ul>	<p><b>Step 2: Sanitize Container</b></p> <ul style="list-style-type: none"><li>• Fill the container with a few gallons of water (depending on the size of the container).</li><li>• Add four teaspoons of bleach per gallon of water.</li><li>• Seal the container. Swirl the bleach water around so it touches ALL inside surfaces of the container.</li><li>• Pour the water out into the hose bucket, roll on leaves or grass.</li><li>• Thoroughly rinse the container, making sure water gets to hose bucket.</li></ul>	<p><b>Step 3: Sanitize Fittings, Fill</b></p> <ul style="list-style-type: none"><li>• Fill spray bottle by submerging in hose bleach water bucket.</li><li>• Spray hose fittings and threading.</li><li>• Spray threading of hose.</li><li>• Hook up hose to hose bib, but don't touch threading.</li><li>• Fill container. If spraying near container, put end of hose back in bleach water bucket.</li><li>• Use spray bottle to spray threading on container cap.</li><li>• Cap container. Don't touch threading and make sure it's on tight.</li></ul>
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*When finished, store the container in a cool, dry place preferably out of the sun. Exchange bleach water in a five-gallon clean, such as a toilet, sink or bathtub.*



Water Sanitation Clinic





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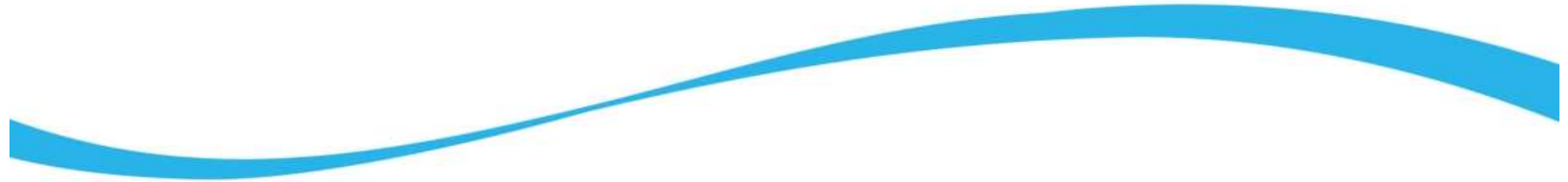
# Video or Sound Production – Small Utility

Silverdale Water District  
Martha Hesselein & Diana Temple



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# Resourceful – Recycling Our Water



- First step in an ongoing process to educate and build confidence in utilizing recycled water



- Ten-year University of Washington study analyzing samples from CKTP



- Kitsap County projected population increase of approximately 100K over next 20 years



- Goal: Free up 1,000,000 gallons of potable water per day during peak day demand





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# Video or Sound Production – Small Utility

## Silverdale Water District



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Wild Card – Small Utility

North City Water District



# Legislative Communication

- State funding provided the opportunity for an expanded, comprehensive project to occur
- Educate legislators about NCWD efforts
  - Thoughtful planning take time, but utilities need to know that up front funding is available
  - Creative financing (good) was key to success

Introducing the new  
**North City WATER DISTRICT** DENNY CLOUSE PUMP STATION  
northcitywater.org • 206.362.8100  
Serving the communities of Shoreline and Lake Forest Park since 1931

## North City Water District Gets a "New Heart"

*Every water system is unique. Variables such as the topography of the service area, the source of the water, the number of customers, not to mention the variety of approaches to operating a water system—all add up to different types and numbers of components from system to system. Our water system's unique components include:*

**Water Source**  
Water circulating through North City Water District's system comes from two sources, the Cedar River and the Tolt River (shown at left), via our contract with Seattle Public Utilities (who also handles water treatment).

**Transmission and Distribution**  
From the source, water travels through regional transmission mains (pipes), where it enters the North City Water District system via multiple supply stations. From there, smaller distribution mains (pipes), which function much like the arteries of the human body, bring the water directly to each of the neighborhoods in our service area. We have 92 miles of pipe and almost all of our pipes were installed after the 1960s.


**Storage**  
A water system must have four types of storage for operational purposes, in order to ensure everyone has appropriate water pressure, reliable back-up storage in case one of the supply sources fails, and for firefighting purposes. These four storage types are included in our two reservoirs—totaling 5.7 million gallons of storage for our water system—both of which function much like the multiple chambers in a heart to support the overall system.

**Pump Stations**  
A pump station is similar to the human heart, helping to move water through the system while maintaining optimum water pressure. Just like our heart rate increases during exercise to support the added demand on our body, the same is true of a pump station. Our new North City / Denny Clouse Pump Station (pictured at right) features three series of pumps to accommodate three levels: 1) normal operations, 2) warm summer days with higher than normal water usage, and 3) additional water pressure in the event of a fire.

**Support Components**  
Service lines, valves, meters, generators, computerized telemetry monitoring, even fire hydrants—each of these components completes the water system to ensure safe, reliable drinking water is available throughout our District, every day.

*Because we are a Special Purpose District—focused on nothing but water for 365 days a year—we are continually striving to make sure our water system functions like the healthiest possible "circulatory system."*

The new North City / Denny Clouse Pump Station in Shoreline represents the "heart" of our water system. Here's a quick overview and perspective about its role and importance in our system.



# Utility Tour: 4 State Legislators, WA-DOH, Dept. of Commerce

- Legislators asked project specific questions (and beyond) which helped them advocate for other complex projects during the recent legislative session
- Encourage all utilities to provide tours to legislators so they understand critical infrastructure





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Wild Card – Small Utility

North City Water District



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**Best of Show!**  
**Video or Sound Production – Large Utility**

City of Bend  
Julie Price



Thinking Beyond the box:

opportunities for community engagement





# How we have told our utility story

Wa



Source, treat, deliver, collect, treat, reuse  
*Repeat*

Sev



Source, treat, deliver, collect, treat, reuse  
*Repeat*

Stormwater



# The Plan



Strategic Media Plan:

Identified:

General Message

Target Audience

Action/Behavior Change

Desired

Budget:

Delivery Plan:

Mass Media vs. Select Media

Strategic Media Plan

Media

Buying/Negotiations

Develop:

Key Messages

Production/Creative:

Measurements:

Surveys

Participants

# Changing how we tell our story





# Selecting a micro pocket





# Selecting a venue



# Youth Video and poetry contests





**BENDFILM** :  
a celebration of independent cinema





## NEWS RELEASE

For Immediate Release

Date: April 3, 2018

From: Joshua Romero  
Community Relations Manager  
541-832-2185 [jromero@bendoregon.gov](mailto:jromero@bendoregon.gov)

Contact: Wendy Eddle  
Utilities Department Program  
541-317-3018, [wedde@ber](mailto:wedde@ber)

City of Bend and B

The City of Bend and Bend for young filmmakers in the Stormwater Kids contest challenge a focus on stormwater pollution prevention and

Young filmmakers are invited to participate in a form of a television commercial announcement commercial

Young poets are also encouraged to participate with a sonnet, limerick or free verse in our poetry contest. Tell it with a sonnet, limerick or free verse in our poetry contest.

The grand prize videographer will be announced by professionals at Zolo Media announcement commercial

The video contest will have on-line voting to take place both the video and poetry contests

For entry packets, example [www.bendoregon.gov/clear](http://www.bendoregon.gov/clear)



Accommodation: In order to obtain this information, please contact:



## UTILITY DEPARTMENT SOCIAL MEDIA



UTILITY DEPARTMENT

### -Stormwater Clean Water Works Video and Poetry Contest Social Media Outreach

Facebook:



[City of Bend, Oregon Government](#)

April 2018

### Youth Video and Poetry Contests?



Joshua: Can we add the CWWW emblem on the photo?

Clean Water Works. Videographers—win a chance to work with professionals in the field. The City of Bend, BendFilm and Zolo Media want to hear your creative take on keeping pollutants out of our storm drains, rivers and groundwater. If video is not your passion—tell it with a haiku, sonnet, limerick or free verse in our poetry contest. **Deadline is April 30, 2018 by 4pm.** Visit [bendoregon.gov/cleanwaterworksids](http://bendoregon.gov/cleanwaterworksids) for more information.

Twitter:



[CityofBend @CityofBend](#)

April 2018

Youth Video and Poetry Contests - keeping pollutants out of our storm drains, rivers and groundwater. Prizes - plus the opportunity to produce a PSA in a professional studio. Deadline is April 30, 2018 by 4pm. Visit [bendoregon.gov/cleanwaterworksids](http://bendoregon.gov/cleanwaterworksids) for more information.



# The packet



**CLEAN WATER WORKS**

## YOUTH POETRY CONTEST

Open to...

Tell us with a creative  
Pollutants in Our Waters

- Where do they come from?
- Where do they go?
- What can we do?
- Why should we care?

**Sonnet**  
**Limerick**  
**Haiku**  
**Free Verse**

Cash prizes and awards per division level.  
Visit our website for forms, guidelines and suggested research websites.  
[Bendoregon.gov/cleanwater](http://Bendoregon.gov/cleanwater)

**zolo**  
city of bend utility department

**Accommodation Information for People with Disabilities**  
To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact the Utility Department at: [utilities@bendoregon.gov](mailto:utilities@bendoregon.gov)

## POETRY CONTEST

"Clean Water Works" Poetry Contest  
Application Form

Name of Author: \_\_\_\_\_  
Address: \_\_\_\_\_  
City: \_\_\_\_\_  
Phone Number: \_\_\_\_\_  
Email Address: \_\_\_\_\_  
2017-2018 School Year Grade Level: \_\_\_\_\_  
Poem Title: \_\_\_\_\_

Poem Type (circle one): Sonnet Free  
Attach a City of Bend Photo Release Form  
I agree to the rules and guidelines of the contest and grant the City of Bend, Zolo Media and BendFilm the right to publish my name, photographs, statements, quotes, testimonies, or as part of the award presentation. I also agree to defend, indemnify and hold the City of Bend, Zolo Media and BendFilm harmless from and against any claims, losses, and injuries, including death, from the use of prizes or participation in the contest.

Signature: \_\_\_\_\_  
Parent Authorization (if under 18):  
Name: \_\_\_\_\_

Submit this Application Form to:  
City of Bend Utility Department  
email to [wedde@bendoregon.gov](mailto:wedde@bendoregon.gov)



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## POETRY CONTEST

### "Clean Water Works" Poetry Contest Photo Release Form

Poem Title: \_\_\_\_\_

**Adult Participants (> age 18):**  
I, \_\_\_\_\_ (name) consent to be taken/used in the City of Bend and BendFilm "Clean Water Works" marketing/reporting threads.

**Parental Consent for Participants under age 18:**  
I, \_\_\_\_\_ (name) etc. ) to \_\_\_\_\_ (minor's name), as the consent to my child's photograph, video or audio to be taken/used in BendFilm "Clean Water Works" Poetry Contest.

I grant the City of Bend, Zolo Media and BendFilm the irrevocable and exclusive right to use, publish, reproduce, disseminate, and otherwise use my name, photographs, statements, quotes, testimonies, or as part of the award presentation for advertising, publicity, and other purposes. I agree to defend, indemnify and hold the City of Bend, Zolo Media and BendFilm harmless from and against any claims, losses, and injuries, including death, from the use of prizes or participation in the contest.

**Participant's Authorization:**  
Signature: \_\_\_\_\_ Date: \_\_\_\_\_

or  
**Parent Authorization:**  
Name: \_\_\_\_\_ Signature: \_\_\_\_\_

Submit this Application Form with your Poem and Photo  
City of Bend Utility Department, 62975 Boyd Acres Rd.,  
email to [wedde@bendoregon.gov](mailto:wedde@bendoregon.gov). Deadline: April 30

City of Bend Project Coordinator Name: \_\_\_\_\_ Title: \_\_\_\_\_



**Accommodation Information for People with Disabilities**  
To obtain this information in an alternate format such as Braille, large print, electronic formats, etc. please contact the Utility Department at: [utilities@bendoregon.gov](mailto:utilities@bendoregon.gov), 541-317-3010, ext. 2.

## POETRY CONTEST

### "Clean Water Works" Poetry Contest Rules and Guidelines

In order to submit your poem for the contest, you must:

1. Complete all portions of the accompanying application form, and return these, your poem, and the photo release for all authors involved by email to [wedde@bendoregon.gov](mailto:wedde@bendoregon.gov), or mail or deliver to: City of Bend, Attn. Wendy Eddie-Poetry Contest, 62975 Boyd Acres Rd., Bend, OR 97701
2. Agree to the rules and guidelines of the contest
3. Submit all materials by April 30, 2018
4. Family or household members of any City of Bend Utility Department employee are ineligible to participate
5. The contest is open to children only from K-12<sup>th</sup> grade.

In order for your poem to be considered, the following credentials must be met:

1. Include language regarding why stormwater pollution prevention is important in Bend and/or how to prevent pollutants from entering the storm drains and waterways.
2. Include poem title, poem type (e.g. free verse, sonnet, limerick, haiku, etc.) and author's name on poem.
3. Do not use copyrighted materials for this contest (images, writing, etc.) unless you own the copyright or have a license to use the material for this contest.
4. Have content that complies with all local and national laws of the country of origin and the United States. Content must not:
  - a) Promote illegal behavior;
  - b) Support racial, religious, sexual or other invidious prejudice;
  - c) Advocate sexual or violent exploitation;
  - d) Violate rights established by law or agreement;
  - e) Invade the privacy of any person; or
  - f) Be otherwise inappropriate as determined by the City of Bend, Zolo Media or BendFilm in their sole and conclusive determinations.

After your poem is submitted:

1. Entries will be judged on: (a) creativity (40%), (b) educational aspects of stormwater pollution prevention with respect to reducing pollutants into the Deschutes River and underground drinking water aquifers by considering one or more aspects of the outlined theme: "Pollutants in Our Waters—Where Do They Come From, Where Do They Go, What Can We Do, Why Should We Care", and (c) meeting the standards of the poem type specified as defined here: <https://www.writers.co.uk/blossom-poetry-aves> (15%). People's Choice Award will be judged on number of votes received on social media.



HEY KIDS

CALL FOR ENTRIES



PRODUCTION **CLEAN WATER WORKS -  
TV COMMERCIAL**

DIRECTOR **STUDENT FILMMAKERS  
GRADES 6-12**

LOCATION **BEND, OREGON**

DATE TIME

ENTRIES DUE BY **AUGUST 15, 2015**

**4:00 P.M.**

The City of Bend and BendFilm are working together to provide a hands-on educational opportunity for young filmmakers of Central Oregon. Young filmmakers in grades 6-12 are encouraged to produce a 30-second public service announcement in the form of a TV commercial. The commercial should educate the public about the need for stormwater pollution prevention and actions that can be taken in Bend to keep our waters clean. The theme is "Clean Water Works and We Work for Clean Water." Filmmakers are encouraged to consider the phrase "only rain in the storm drain." The student filmmaker will be responsible for securing their own file footage and producing a 30-second commercial for submittal.

The grand prize entry will receive \$150 prize money and the opportunity to meet with a professional editing studio to help prepare the winning entry for actual airtime on a local TV station(s). The Grand Prize winner will be screened at the BendFilm Future Filmmakers Event at the Bend Film Festival. Winners will receive entry into the Future Filmmakers event to receive their awards. All winning entries will run on social media including the City of Bend website. There is no charge to enter the contest.

HOW TO ENTER

1. Application packets and information are available at [www.bendoregon.gov/cleanwaterworks](http://www.bendoregon.gov/cleanwaterworks) on the "Kids" tab
2. Download the contest packet and complete the application
3. Submit the application and include the YouTube link to your video by August 15, 2015
4. If you have questions, please contact Wendy Eddle at 541-317-3018 or [wedde@bendoregon.gov](mailto:wedde@bendoregon.gov)

FORMAT

1. The video/commercial must stay within 30-seconds to qualify. Credits may follow the commercial and are not included in the 30-second window
2. A 10-second Title Screen in the beginning may be included
3. The video must be in a TV Commercial format and include audio and video
4. See the contest packet for more information.

AWARDS

1. Grand prize:
  - \$150
  - Professional reproduction of film for actual local TV air flight
  - Film screened at BendFilm Future Filmmaker event
2. Additional Winners: 2<sup>nd</sup> Prize \$75, 3<sup>rd</sup> Prize \$50, People's Choice Award \$75
3. All Winners:
  - a. Entrance into Future Filmmaker event to receive awards
  - c. Film/Commercial featured on social media.

QUALIFICATIONS

1. Amateur filmmakers only from 6-12<sup>th</sup> grade (including Class of 2015 seniors)
2. Entries must meet official Rules and Guidelines.



Accommodate information for People with Disabilities  
To obtain this information in an alternate format such as Braille, large print, electronic format and audio cassette tape, please contact Karla Morris at (541)699-2242, or email [karmis@bendoregon.gov](mailto:karmis@bendoregon.gov)



# Judging



- Video & Poetry
  - Grand Prize
  - Division Winners by age groups
  - People's Choice Award

Meet Lucie



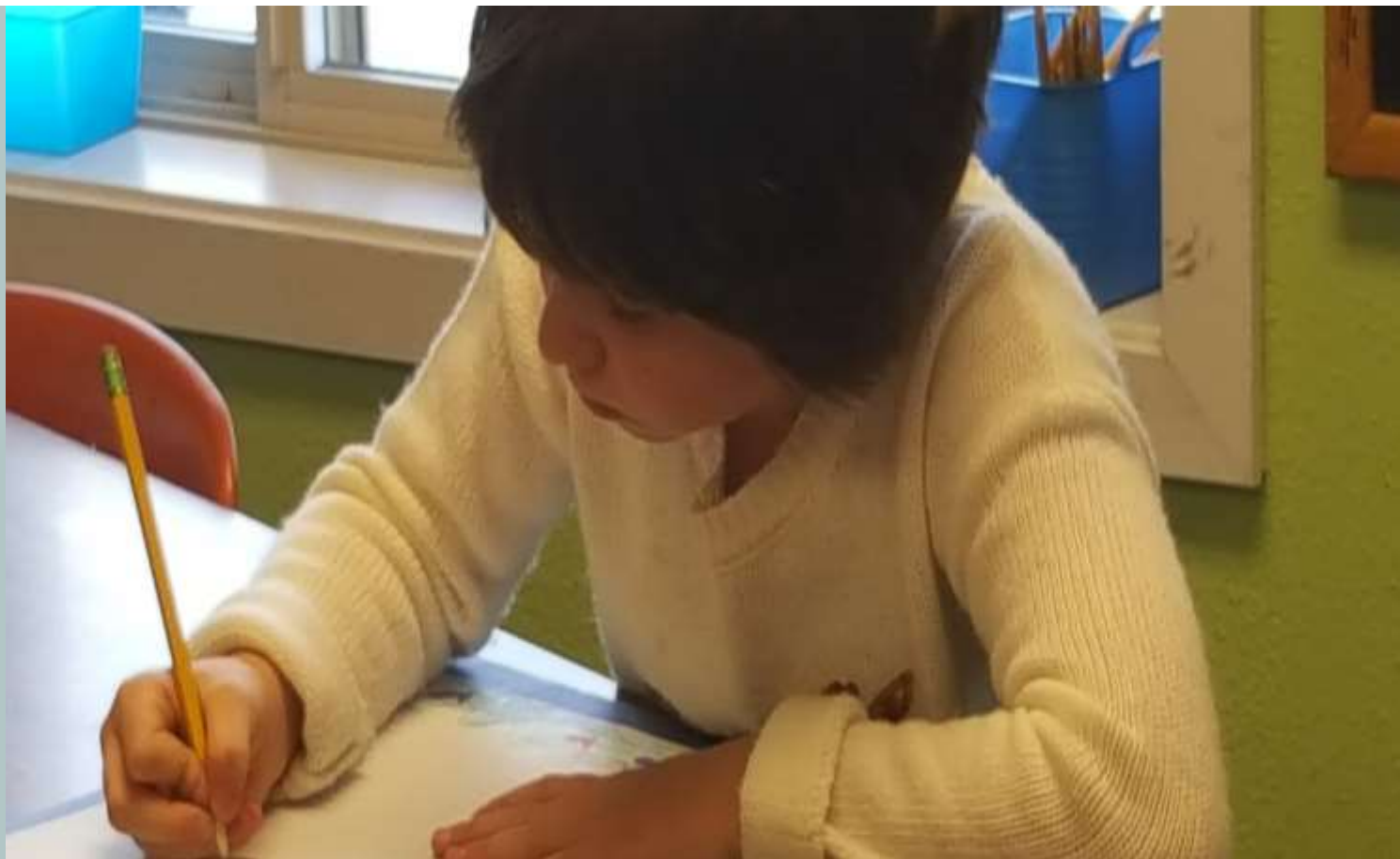
Lucie

*City of Bend Utility Department – 2017 Clean Water Works Poetry Contest Winner*

*Age 7*











**BROUGHT TO YOU BY**



UTILITY DEPARTMENT





American Water Works Association  
**Pacific Northwest** Section

2018  
Excellence in  
Communications  
Award

**Best of Show!**  
**Video or Sound Production – Large Utility**

**City of Bend**