



American Water Works Association
Pacific Northwest Section
Public Communications Division

Division Report as of September 20, 2022

Jamie Porter, OR/ID Trustee Liaison

Conservation, Cross Connection Control, Customer Service, and Public Information Committees

CONSERVATION COMMITTEE

Chair Dan Denning, City of Bend

Committee officers include Vice Chair Rochelle Gandour-Rood and Secretary Bonny Cushman.

The Conservation Committee has about 80 people on their distribution list, and they have an active email discussion group to share ideas throughout the year. They hold virtual quarterly meetings during the year. In August they had a presentation about “Approaches to communicating water efficiency to commercial properties” and discussed abstracts for the Kennewick Conference and topic ideas for Water Matters articles.

The Water Conservation Committee is meeting again on September 23 to continue working on abstracts to fill a track. Only two abstracts came in specific to conservation. They also have a goal for 2023 of holding their first video training and earning a modest \$200 profit.

CROSS-CONNECTION CONTROL COMMITTEE

Chair Jessica Shaw, City of Wenatchee

Jessica has jumped in as Chair and recruited to fill officer positions. Ben Henderson has joined as Vice Chair and Darci Mattioda as Secretary.

The committee has proposed three 60-minute presentations for the Kennewick Conference. A Google discussion group was created in July to provide an online forum for sharing information about cross-connection control. (Thanks to the Water Conservation Committee for the idea!)

The committee meets quarterly and will meet again in October to plan and schedule 2023 trainings. The goal is to provide three one-hour trainings (cost \$20 member, \$40 nonmember) and one four-hour workshop (cost \$80 member, \$160 nonmember), generating \$2,075 net profit.

CUSTOMER SERVICE COMMITTEE

Chair Cathy Middleton, Rockwood Water PUD

The Customer Service certificate program is still struggling to resume after COVID shut down in-person classes. Previous members of the committee helped reduce the size of the class from three days to two days, but sending a trainer to different locations is still a struggle. James Dean and Jackie Masters (retired) are not as available to teach as they once were.

Cathy is exploring the idea of moving the training to a video or virtual format, perhaps creating a Training-In-A-Box class that could be sent to smaller utilities that are not able to send staff to a conference. Additional members for the committee are desired and needed! Somebody that would step up as a trainer for one or more sessions would be a HUGE boost. One two-day course with just 12 attendees has the proven ability to net \$1,200 if logistics can be worked out.

PUBLIC INFORMATION COMMITTEE

Chair Andrea Watson, Tualatin Valley Water District

Other committee members include Tacy Steele, Alexa Morris and Julie Price. The group is still interested in adding consultants and/or utility members from outside of Oregon!

The Committee holds regular virtual meetings. They have identified four sessions for a Public Information track at the Kennewick Conference, with some backup presentations available. They have started planning for some 2023 webinars and continue to reimagine and refine the Excellence in Communications awards program to reduce costs while increasing participation.

The financial goal is to net \$1,800 between two webinars and the awards program. Beyond that, our professional communicators are seeking to find ways to elevate communication for all members, tapping the expertise of marketing professionals who can teach foundational skills. Another desire is to improve our messaging in areas such as communicating affordability through our customer service programs.

INFORMATION ABOUT NEXT FISCAL YEAR (1/1/23 - 12/31/23)

Committee Name	2023 Income PROPOSED	2023 Expense PROPOSED	2023 Profit (or Loss) PROPOSED	Comments
Conservation	500.00	300.00	200.00	Trying again with a virtual training. In talks to partner with Water Resources.
Public Information	2,100.00	300.00	1,800.00	Excellence in Communications Awards, two webinars.
Customer Service	4,200.00	3,000.00	1,200.00	One 2-day Cust Svc course in October 12 attendees at \$350 each, paid trainer
Cross Connection	3,075.00	1,000.00	2,075.00	3 lunch trainings, 1 half-day workshop launching Google Group discussion forum
Division Total	9,875.00	4,600.00	5,275.00	