Consumer Outreach Committee – TAWWA Education Division

Meeting Minutes for April 13, 2020

Present: Shae, Raquel, Jessica, Alondra, Gail, Helen, Karen

Next meeting: May 11, 2020 @ 9 a.m.

I. Announcements

Special thanks to Raquel & Alondra for #COVID19 memes and video for the Section!

II. Old Business Discussion

A. All Things H2O Blog (Karen and Jessica leading)
   i. April/May – Jessica (Fix-a-Leak Week or Irrigation) posted!
   ii. June/July – Helen (staying connected during #socialdistancing; AgriLife)

B. Memes (Raquel and Alondra leading) - - repurpose the old ones! Due May 27th

C. Measurements (Alondra leading) a lot of Section posts on FB; World Water Day was very popular

D. The Water Utility Manager's Playbook “Water UMP” (Karen leading) ideas include:
   i. Internal vs External (employees vs customers)
   ii. Campaign messaging (need to communicate internally first!)
   iii. Seeing the utility manager on the front lines is part of communication
   iv. Building internal credibility to staff
      1. Internal memo
      2. Video
      3. In-person
   v. Lessons learned/case studies
      1. Distribution changes like boil water notices (Southwest Water) and free chlorine annual maintenance (NTMWD)
   vi. Maintaining Equity
      1. Language barriers
      2. Non-computer users
   vii. Reference section (these books are worth a read)
   viii. Organizational Culture
ix. Continuous improvement

E. Communications – Capture and Share the Stories! (Raquel leading)

F. Growing our network across Texas (Shae leading) no updates

III. New Business

A. Division update see Christianne’s minutes

B. Chapter updates
   i. NCT Chapter – plant tour rescheduled to June (zoo visit)
   ii. SE Chapter – call scheduled; events cancelled through July
   iii. Capital Area – one-day event in March

IV. Roundtable (All)

Raquel – internally rallying the troops w/ series of “heroes of SW Water”
Shae – finishing up reviews for Regional Water Planning Groups
Alondra/Gail – WaterWorks Festival cancelled; moving to online education and outreach
Helen – gardening social media posts
Jessica – annual water conservation report due to TWDB; irrigation evaluation requests
Karen – helped provide content for DWU’s internal utility newsletter, News & Views