

**K&A**

KATZ & ASSOCIATES

Strategic Communications | Public Involvement | Community Relations

# K&A

Helping people communicate effectively about things that matter.

## Company overview

- Nearly 40 communications specialists
- National and international experience
- 35 years in business
- Small/woman-owned business



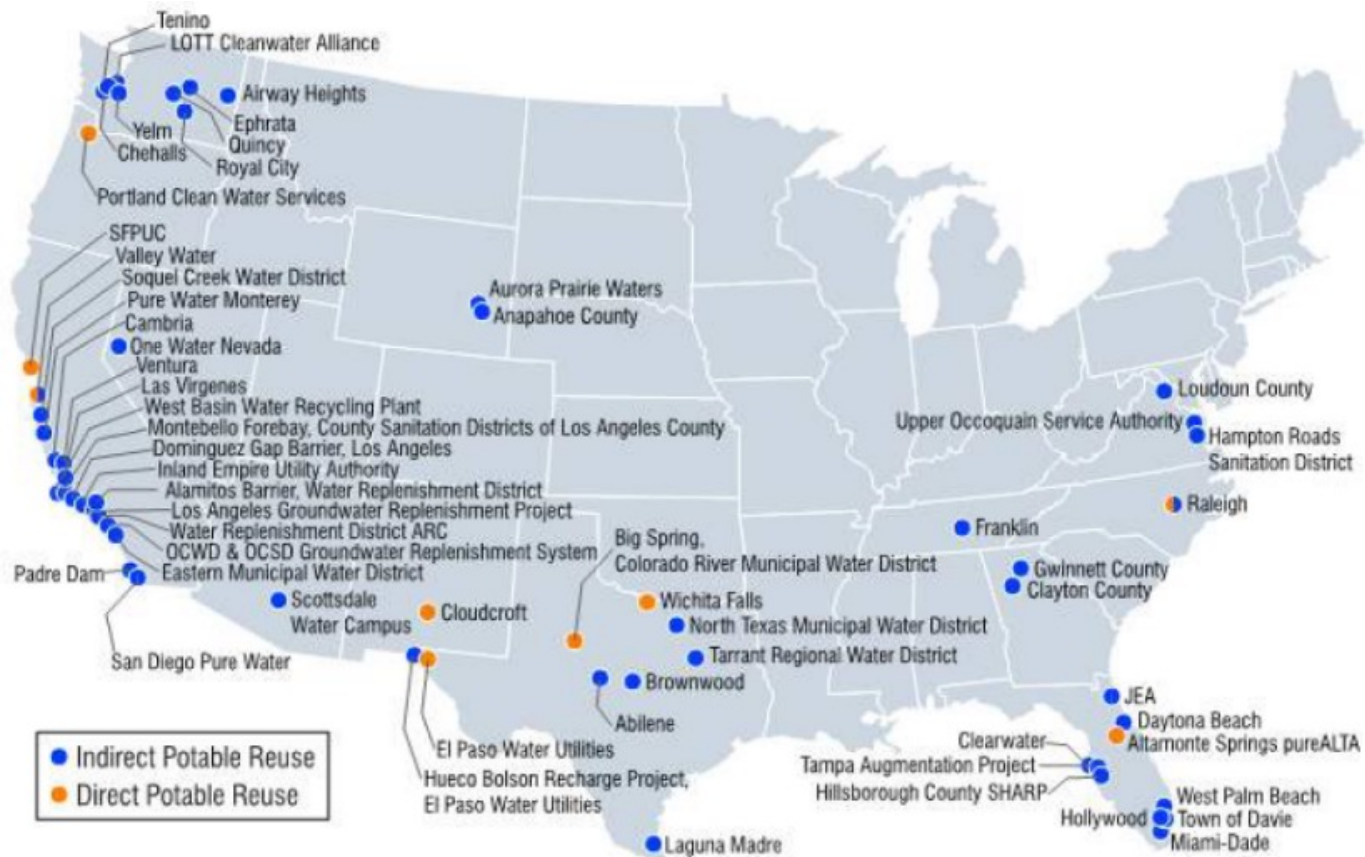
# Water Communication Specialists

The unique advantage K&A offers is a depth and breadth of experience in all things water.

- » Water supply and diversification
- » Alternative water supplies
- » Resources and quality
- » Water and wastewater system planning
- » Facility siting
- » Conservation
- » Treatment technologies
- » Recycled water
- » Infrastructure construction
- » Rates / Cost of Service

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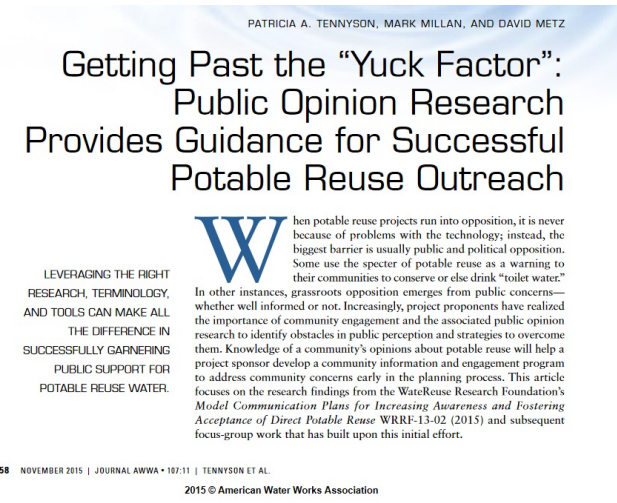
# Potable Reuse in the United States



# A New Kind of Outreach

Communicating about potable reuse is more complex than most water projects...

- More likely to face uneasiness and/or opposition
- Requires starting with context
- Must continually reinforce the purpose and need for the project
- Community alliances and stakeholder buy-in are essential from the start



# Key Questions to Ask

To begin, we must answer: **What is potable reuse?**

Then we must explain:

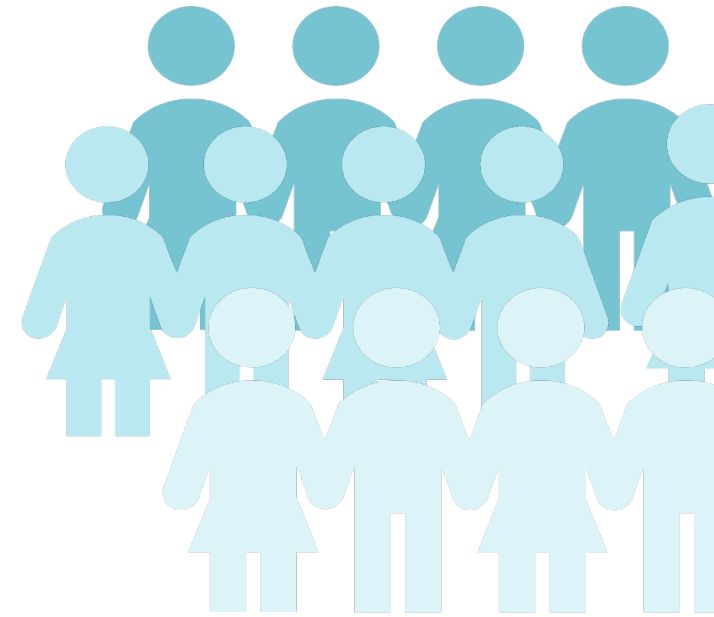
- Why is it needed?
- Where does it fit in our water supply portfolio?
- What purpose will it serve?
- How safe is the water?
- How will it be monitored to ensure safety?
- How much will it cost?
- When will it be implemented?

Then we must develop:

- Program or project narrative
- Key messages
- Communication plan



- 1. Perception matters**
- 2. Action, not reaction**
- 3. It takes everyone**



**It is always public or political opposition,  
NEVER the technology,  
that has kept a potable reuse project from moving forward!**

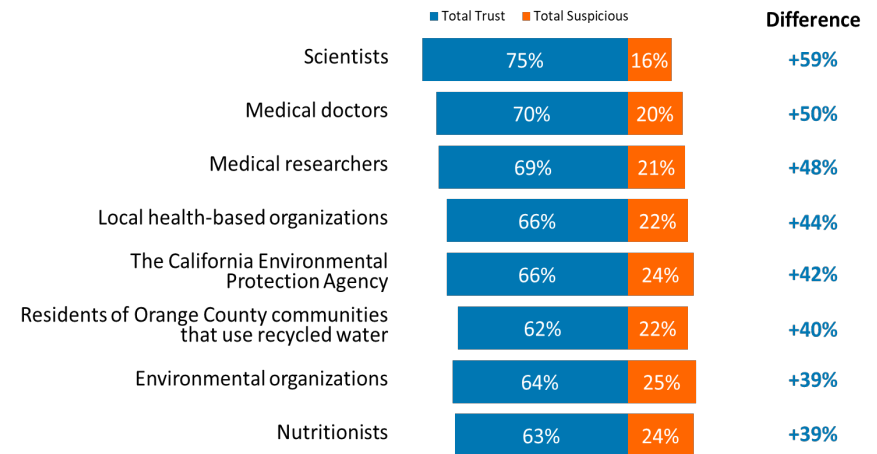
# Tactical Examples

*Past Projects and Best Practices*

# Research

- One-on-one sessions with community leaders is place to start
- Over project lifetime can assist with message testing and key demographics
- Informs achievable benchmarks for perceptions and continue to measure for acceptance.

**LA residents find scientists' and medical doctors' opinions about the Groundwater Project the most trustworthy.**



2018 City of Los Angeles Survey

## Key Message Examples (13-02)

- Potable reuse provides a **safe, reliable, and sustainable drinking water supply.**
- Using advanced purified water is **good for the environment.**
- Potable reuse provides a **locally controlled, drought-proof water supply**

# Go To Them

- Don't wait for the community to seek out information about the project- only a small fraction will.
- Utilize all available opportunities to increase awareness.
- In other words, get out of your office and meet people where they are: farmers markets, community events, community organization meetings, etc.



*Project Example: Pure Water San Diego Speaker's Bureau*

# Facility/Education Center Tours

- Visitor Experience: Seeing is believing
- Range from simple to high investment– small displays with model filtration mechanism to demonstration facility tour programs
- Nothing beats a real-life tour/tasting experience



*Project example: Pure Water Soquel Mobile Education Trailer*

# Community Advisory Groups

- Determine in advance how and what input you can/will use
- Can be long- or short-term
- Represent a variety of communities and perspectives
- Can be broad, subject-matter, or geographically focused

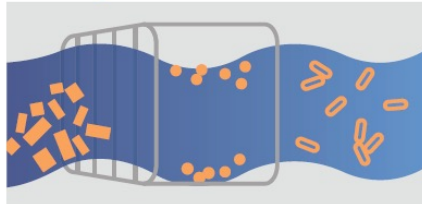
# Expert Panels

- Local and national experts
- Focused on water quality and public health
- Convened to provide expert per review of technical, scientific and regulatory aspects of project

# Imagery & Graphics

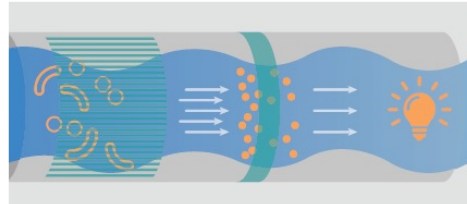
- Simple and explanatory images are powerful tools
- Accessible to a variety of audiences

## Existing Wastewater Treatment



PRELIMINARY PRIMARY SECONDARY

## Advanced Purification Process



MEMBRANE FILTRATION REVERSE OSMOSIS UV/ADVANCED OXIDATION



*Project Examples: PureAlta and Carpinteria Advanced Purification Project (CAPP)*

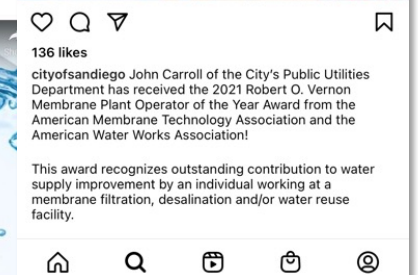
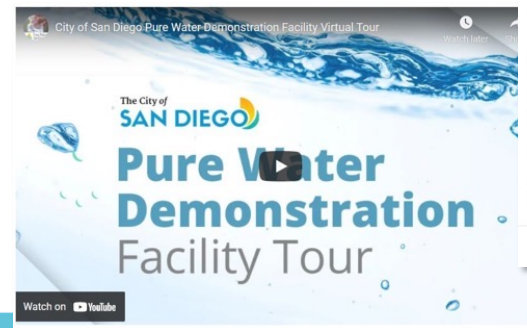
# Media

## Earned Media

- Organic audiences, wide reach
- Relationships with reporters
- Op-Eds
- Partner publications

## Owned Media

- Program Website
- Newsletters
- YouTube Channel
- Social Media

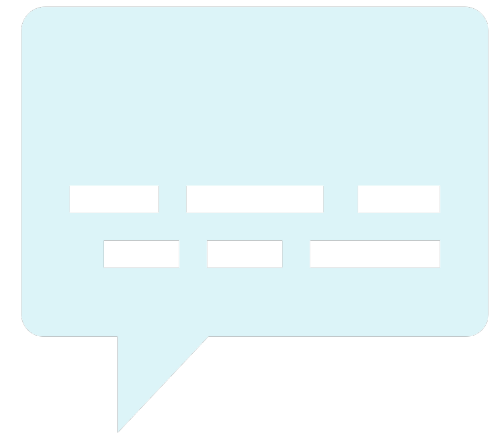


*Project Example: Pure Water San Diego*

# Getting Started

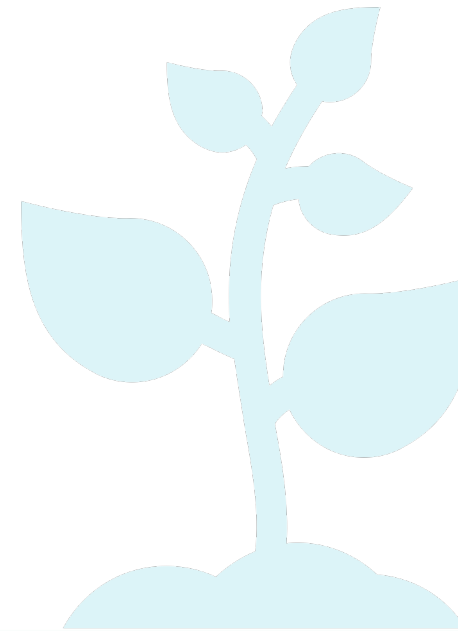
# Consistency, Coordination, Clarity

- Three features key to developing trust and even gaining program acceptance.
- Activities that help achieve these:
  - Branding
  - Key Messages and Talking Points
  - Designated Speakers, Trusted Sources
  - Graphic Design and Information Accessibility
  - Proactive Communications



# Framework

- Key Internal Players
- Objectives and Definition of Success
- Foundational Research and Data Gathering
- Audience Segmentation
- Project Narrative and Messaging
- Strategies and Tactics
- Ongoing Monitoring/Measurement



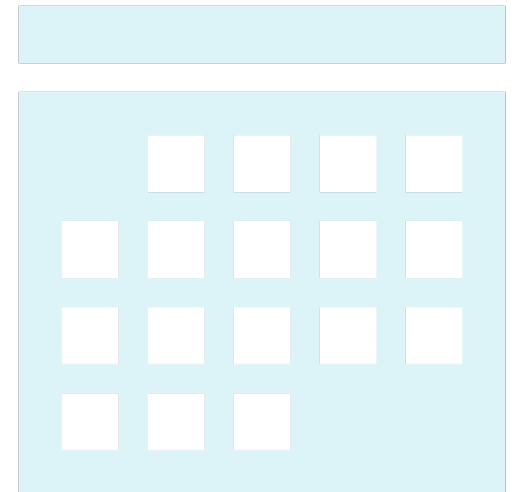
# Key Internal Players

- Who are the decision makers?
- Who needs a seat at the table?
- Are all perspectives represented and have all subject matter experts been invited?
- Develop a system that prioritizes internal collaboration and communication FIRST



# Implementation

- Where the rubber meets the road
- Communication planning turns to action, with coordinated roles and responsibilities optimizing efficiency
- Regular check-ins and strategy meetings ensure objectives are being met with outreach activities
- Review, revise, reprise



# Q&A