



**Customer Communications and Community Outreach Plan  
FY 2012/2013**

**Executive Summary**

Communications and community outreach are an important part of Truckee Meadows Water Authority's (TMWA) operations. Since TMWA provides an essential service to the community, its stakeholders deserve—and, in fact, demand,—clear, open information.

**Situation Analysis**

Truckee Meadows Water Authority's (TMWA) vision is to be the best customer focused water purveyor.

For the purposes of this communication plan, GoodStanding along with members of TMWA's communications team, reviewed the organization's goals for Fiscal Year 2012/2013 and examined where communications may support reaching that goal. The following plan reflects the organizational goals where communications can be the most effective.

This plan was developed prior to the completion of the web discovery process, which will conclude at the end of May. The results of that discovery phase will be incorporated into this plan where appropriate.

**The purpose** of this document is to provide the goals, objectives and tactics for a coordinated communications plan for TMWA

**The overall communications strategy** is to consistently improve the relationships with TMWA audiences through all effective and efficient communications channels.

**The goals** in this plan stress open communication and improving the understanding of the value and quality that TMWA delivers to its customers.

**The objectives** carry out the goals

**The tactics** listed are planned to accomplish overall goals and objectives and should be measured whenever possible against industry norms.

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**Communication Goals:**

1. Position TMWA as the experts in the water industry.

**Objectives**

- Pitch one story regarding capital projects that highlight partnership and efficiency during fiscal year 2012/2013.
- Use social media avenues four times a year promoting watershed protection events.
- Pitch one story regarding infrastructure rehabilitation.
- Have at least one bill insert story about TMWA's credit ratings, risk of back flow non-compliance and value of protecting watershed and service and infrastructure rehabilitation.
- Explain rate setting process with one *from the source*, (internal employee publication) employee workshop and a web Q&A.
- Pitch one story to local media in Fiscal year 2012/2013 regarding TMWA's openness to ideas from internal and external audiences.

**Strategies**

- Communicate long term benefits of TMWA's credit ratings to internal and external audiences. (Financial)
  - Educate the community of the value of protecting our watershed. (Treatment)
  - Educate customers of the value of service and infrastructure rehabilitation importance. (Distribution)
  - Educate customers on risk of back flow non-compliance. (Customer Service)
  - Engage TMWA leadership in networking opportunities with construction and new business agencies. (Natural Resources)
  - Engage TMWA leadership to manage expectation and articulate a clear process of rate setting. (Natural Resources)

**Tactics**

**Customer Billing (direct to customer, monthly)**

Bill Statements  
Bill Envelopes  
Bill Inserts (TMWA)/Owner Agency Inserts  
ebill notification email  
Login to your account landing page

**Customer Feedback**

Overall Customer Satisfaction Survey  
Review of customer complaints and compliments  
Transactional Satisfaction Survey  
Website: Contact Us, Tell the Board

**Address-Specific Customer Interaction**

Emergencies/Main Breaks  
Service Doorhangers  
Water waste doorhangers and letters

**General Customer Education**

Bill Payment Options Brochure  
Enewsletters  
Social Media (Facebook, Twitter and etc.)  
Website

**Topic-Specific Education**

Advertising (Summer Campaign)  
Community Events (Kids Free Fishing Day, Earth Day, etc.)  
Conservation Buckets  
Demonstration Projects (water-efficient landscapes, landscape retrofit)  
Facility tours (Treatment Plants, Hydroelectric Facilities, etc.)  
Fall Cool Down (when Glendale can be shut off and save on operational costs)  
Incident or crisis management  
K-12 Education/Partnerships  
Kids Activity Books (pencils & erasers)  
Hug High Garden  
Landscape tours  
Media interviews  
Planned construction and outages  
Speakers Bureau  
Topic Papers  
Truckee Meadows Community Forestry Coalition ([www.communityforestry.org](http://www.communityforestry.org))  
Truckee River Flows & Storage ([www.tmwastorage.com](http://www.tmwastorage.com))  
Truckee River Fund ([www.truckeeriverfund.org](http://www.truckeeriverfund.org))  
Water-Efficient Landscape Guide ([www.tmwlandscapeguide.com](http://www.tmwlandscapeguide.com))  
Water Quality Report  
Weather-Wise Watering  
Workshops

**Public Meetings & Outreach**

Public Meetings/questions and answer sessions  
Standing Advisory Committee  
Truckee River Fund Advisors  
Board Meetings

**Plans & Reports**

Water Conservation Plan  
Water Facility Plan  
Water Resource Plan  
Capital Improvement Plan  
Comprehensive Annual Financial Report

2. Continue fostering public understanding of the value and quality of water that TMWA delivers.

**Objectives**

- TMWA leadership to speak at two service club meetings per year including topics of the importance of rehabilitation.
- Pitch one story regarding infrastructure rehabilitation.
- Have four social media messages promoting each workshop.
- Send out press release regarding customer workshops
- Pitch one story to local media in Fiscal year 2012/2013 regarding TMWA's openness to ideas from internal and external audiences.

**Strategies**

- Educate customers of value of service and infrastructure rehabilitation importance. (Distribution)
- Incorporate sustainability messaging and foster customer understanding of water system and users. (Distribution)
- Engage social media tactics to drive customers to workshops. (Customer Service)
- Engage external and internal audiences to bring ideas to TMWA. (Efficiency)

3. Continue fostering public understanding of the complexities of the water industry and our water system.

**Objectives**

- Pitch quarterly stories regarding different aspects of producing drinking water for customers during fiscal year 2012/2013.
- Pitch one story to local media in Fiscal year 2012/2013 regarding TMWA's openness to ideas from internal and external audiences.

**Strategies**

- Create an understanding of what it takes to produce drinking water. (Treatment)
- Educate community on the value of protecting our watershed by engaging key players. (Treatment)
- Maximize/promote web-based or other non-phone options to customers to resolve their service issues/ questions. (Customer Service) (Internal who to call for escalation)
- Engage community, employees, and Board in understanding impacts of rate adjustments. (Natural Resources)
- Engage external and internal audiences to bring ideas to TMWA. Partner with other agencies and organizations that have efficiency projects. (Efficiency)

4. Strengthen trust among audiences

**Objectives**

- Pitch quarterly stories regarding different aspects of producing drinking water for customers during fiscal year 2012-2013.
- Invite each Board Member on a TMWA tour.
- Pitch at least one story during Fiscal Year 2012/2013 regarding TMWA employee who went above and beyond to help a customer in need

**Strategies**

- Educate community on the value of protecting watershed by engaging key players. (Treatment)
- Educate TMWA Board of Natural Resources inventory and challenges. (Natural Resources)
- Engage external and internal audiences to bring ideas to TMWA. Partner with other agencies and organizations that have efficiency projects. (Efficiency)

5. Become the recognized leader in open communications and public access among utilities and public agencies in northern Nevada

**Objectives:**

- Schedule desk sides once a year with local media.
- Pitch at least one story during Fiscal Year 2012/2013 regarding TMWA employee who went above and beyond to help a customer in need

**Strategies:**

- Educate both internal vendors and external audiences regarding how they can help TMWA cost cutting. (Financial)
- Educate the community that we care, we are here to help, and we will work with you to manage your water use and keep your water in service. (Customer Service)