

# PUBLIC AWARENESS PLAN

FISCAL YEARS 2018 -2020



# MISSION

Increase Awareness of Impact and Value of Water





# Strategic Plan

*Generate increased public awareness of the value of water **leading to increased funding** to protect water quality through appropriate levels of infrastructure, management approaches, and services.*

# HOW?

**Strategic Goal 3a:** Be a visible and effective partner in national initiatives that increase public awareness of the value of water.

**Strategic Goal 3b:** Provide tools for members, Member Associations, utilities, and others to communicate the value of water to the public and decision-makers.



# MOVING FORWARD

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- **Task force to evaluate programs**
- **Plan for public awareness**
- **Not all communications activities**

Be Proactive





Work Together

A collection of various hand tools including wrenches, pliers, a hammer, a screwdriver, and a file, arranged on a light gray background. The tools are arranged in a fan-like pattern, with the hammer being the largest and most prominent tool. The text "Provide Tools" is overlaid in the center in a white, sans-serif font.

Provide Tools



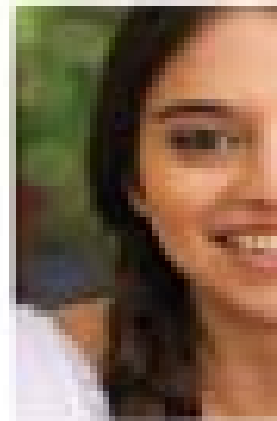
# Committee Involvement

- Senior Director of Comms participates on calls/meetings.
- Include committees on info emails and webinar invites.
- Help committee be ambassadors for WEF initiatives and resources.
- Identify projects in which the committees can be utilized.
- Consider restructuring after evaluation of overlap in purpose.



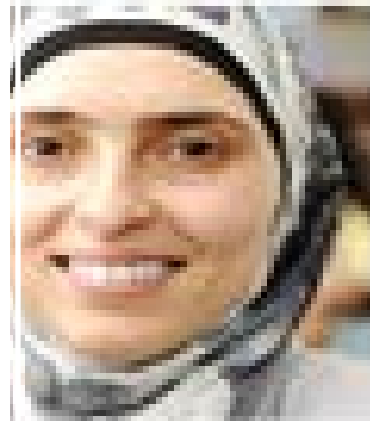
# RESOURCES FOR MAs/MEMBERS

- **Focus on digital content: social media, infographics, videos, etc.**
- **Provide statistics/data.**
- **Allow MAs/members to brand materials with logos, local info.**
- **Produce materials for international, especially Canada.**
- **Offer materials in Spanish.**



# RESOURCES FOR MAS/MEMBERS

- **Send emails and hold webinars on specific campaigns or new resources.**
- **Provide sessions on general topics such as media relations, social media, multimedia content, etc.**
- **Continue to build out a well-organized, easy-to-access webpage on WEF.COM.**



A group of approximately 15 diverse individuals, including men and women of various ethnicities, are shown in silhouette, walking from left to right across the frame. They are dressed in professional or business-casual attire. The background is a solid, light gray color.

# THE AUDIENCE

The image features a dark brown background. In the center, a silhouette of a man stands on a podium, holding a document in his right hand and pointing with his left. Below him, a large crowd of silhouettes represents an audience. Many audience members have their hands raised, and several are holding up rectangular signs. The overall scene suggests a public speaking event or a protest.

# THE AUDIENCE



# WATER'S WORTH IT.®



- Relaunch *Water's Worth It* at WEFTEC 2018 with a multi-year commitment.
- Incorporate into WEF brand by applying across materials and activities.
- Build a public webpage on value of water to tell the story.
- Offer merchandise: t-shirts, hats, glasses, buttons, luggage tags, etc.

MANAGERS LAB TECHS

HYDROLOGISTS BIOSOLIDS PROFESSIONALS

SCIENTISTS CONSULTANTS

FAST-RESPONDERS OPERATORS

EDUCATORS  
REGULATORS

#MYWATERLEGACY

PLANNERS  
ENGINEERS

STORMWATER RESEARCHERS  
INNOVATORS

PROFESSIONALS CHEMISTS PUBLIC  
INSTRUCTORS INFORMATION

MAINTENANCE WORKERS OFFICERS

- Extend through WEFTEC 2018 when messaging focus will shift.
- Evolve, including potentially integrating into Water's Worth It.

# VALUE OF WATER CAMPAIGN

- **Contribute financially each year.**
- **Be active members of VOW's management committee and communications committee.**
- **Provide updates and materials to MAs/members on VOW activities.**
- **Ensure alignment between WEF's VOW activities and our grassroots campaigns.**





# AWARENESS DAYS/WEEKS

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- **Coordinate with organizers on messaging, events, media plans, etc. and WEF activities.**
- **Develop mini communications plans for each.**
- **Notify MAs/members in advance and provide appropriate materials.**



**World  
Toilet  
Day**  
19 November



UN WATER  
**22 MARCH**  
WORLD WATER DAY



**Imagine a Day Without Water**



# WATER WEEK AND RALLY FOR WATER

- Assist with planning and promotion, including coordinating with other water associations.
- Prepare a toolkit to help MAs/members to remotely “participate” from their districts. Hold a webinar to present it to MAs/members.
- Provide support at events, particularly the *Rally for Water*. Take photos/videos at events and distribute content.



A group of diverse children, including a young girl with curly hair, a boy with a white shirt, a girl with a pink shirt, a boy with a white shirt, and a girl with a red shirt, are smiling and looking towards the camera. The background is a light blue, textured surface. The text "THE AUDIENCE" is overlaid in the center in a white, sans-serif font.

# THE AUDIENCE

# YOUTH OUTREACH TOOLKIT

- **Share existing resources from Water Palooza and EarthEcho for short-term.**
- **Partner with EarthEcho to build resources tailored to MAs/members.**
- **Provide a revised toolkit to engage young people at facilities or in the community.**



- Downloads and utilization of materials
- Open rate on emails
- Participation in webinars
- Traffic to public-facing webpage
- Public opinion polls
- Engagement rate on social media
- Participation in the *Rally for Water* and other days of action.
- Purchases of Water's Worth It merchandise



# RESOURCES

- Executing plan may consume at least 50 percent of time for WEF communications staff.
- Contribution of volunteer time by individuals on PCOC and HOD will be essential.
- Tentative financial investments for FY18-19-20 run \$60,000 per year.



# CALENDAR

**October 2017: Imagine a Day Without Water**

**November 2017: World Toilet Day**

**December 2017: Distribute youth outreach resources**

**January 2018: Webinar – *Water Words That Work***

**February 2018: Webinar – Media Relations**

**March 2018: World Water Day, Water Week and Rally for Water**

**April 2018: Toolkit on stormwater messaging for decision-makers**

**May 2018: Infrastructure Week**

**June 2018: U.S. Stockholm Junior Water Prize**

**July 2018: Webinar – Social Media**

**August 2018: Analyze metrics from FY18, set goals for FY19**

**September 2018: Relaunch *#Water's Worth It***

# PUBLIC AWARENESS PLAN

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tloop@wef.org*





What types of public awareness resources are most useful?  
*Examples: text for social media, infographics, bill stuffers...*

What webinar topics would be most useful to help with public communications?  
*Examples are media relations, social media, event planning...*

How can WEF/COM be a better resource for public awareness materials?

How would you use a youth outreach toolkit and what do you want kids to learn about our sector?