

Making Hard-to-Understand Issues *Understandable*

MICHIGAN'S LEAD AND COPPER RULE



A special thanks to our partners:



INTRODUCTIONS



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Public Affairs Director, DWSD



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Public Affairs
Deputy Director, DWSD



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Supervisor, Marketing
& Communication, WRC

- | What are you *really* saying?
- | How are you saying it? (*That's your messaging.*)
- | Avoid 'Ready. Fire. *Aim.*'
- | Strategic communications - RPIE steps



Survey Insights

01

What complicated issues do you expect to be communicating in the coming months/years?

02

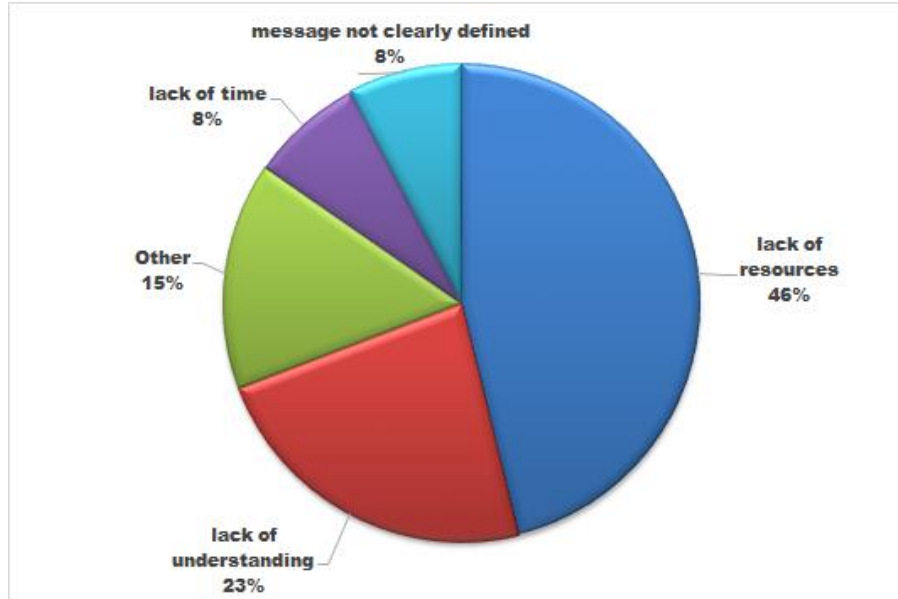
03



01

What is your biggest challenge when communicating complicated issues?

02



03

“Other” responses include:

- Management
- Funding
- Citizens
- Mistrust

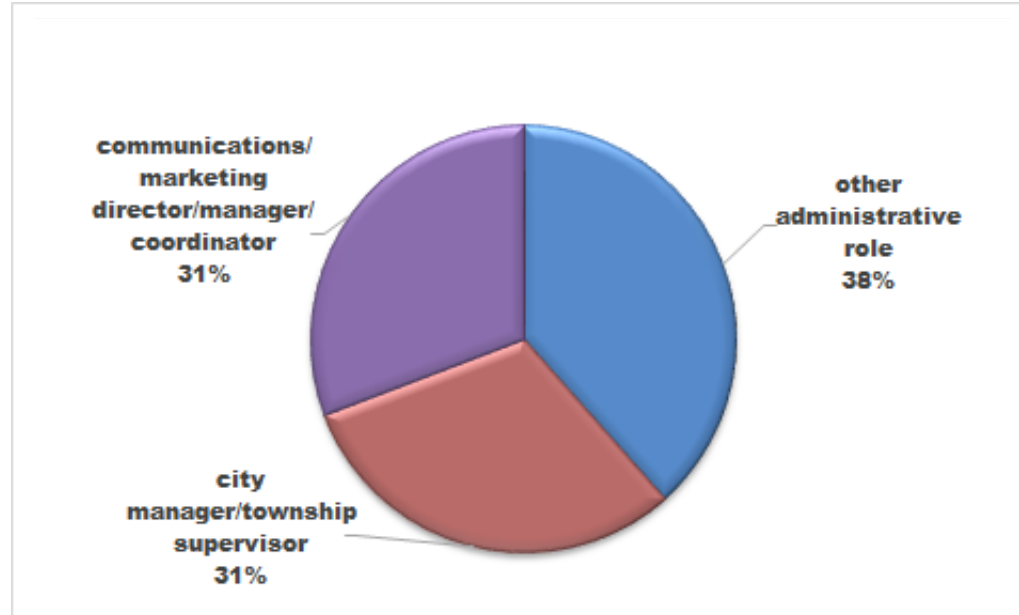
“When the government says that the water is safe, there are some that will presume it to be a lie. Not a big number of people, but they can be the most vocal.”

01

Who handles messaging and communications/ marketing in your city, township or village?

02

03





**What are you *really*
saying?**

THE BELIEF:
**you are clearly
communicating**



This door hanger was left in the mailbox

WHAT ARE YOU REALLY SAYING?

Read the information they direct you too on the tag - nothing you will need to do it would be the state and it could be years - my 1941 home was fine - too about 2 minutes

oh ok! I didn't read that!

THE REALITY: misinformation was repeated

Not high on my priority list, I will do when I can fit them in...I've lived here 27 years, changed out house to copper then... this is not the first time they have done this, I already f...ing know I have copper pipes and so do they.. 🤔

Like · Reply · 2h



I got one. I haven't called. I "heard" if you're house is not compliant, they will replace them for you but your taxes will increase.

Like · Reply · 1d



Are they coming to look at the water heater? I keep seeing pipes being dug up in front yards I was assuming that's what this might be related to?

Did anyone else get one of these? I'm kind of nervous to find out if they are compliant in our 1920's home... If they are not, is this something we have to repair or the city? Do they have to dig up our yard to repair it? Planning for the worst.

It was just a guy from the city going door to door putting them in mailboxes no knocking. I went out to get it and he said the water dept needs to look at my water heater and then shrugged his shoulders like "I dunno"

Like · Reply

We just got our water heater replaced within the last year or two so I wonder if we'll need to have this done or if they have it on record from the inspection.

I'm unclear what they are looking at or looking for?

Like · Reply · 4w



WHAT ARE YOU REALLY SAYING?



**COALITION TO END
CHILDHOOD
LEAD
POISONING**

2714 Hudson Street • Baltimore, MD 21224
(410) 534-6447 or 800-370-5323
www.leadSAFE.org

**SORRY WE
MISSED YOU**

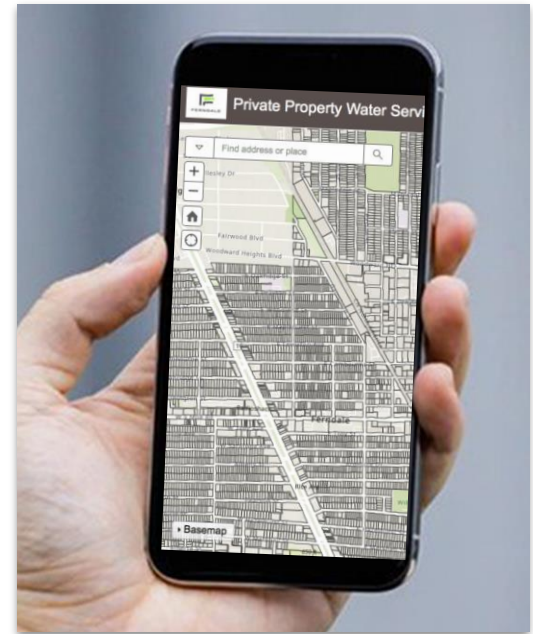
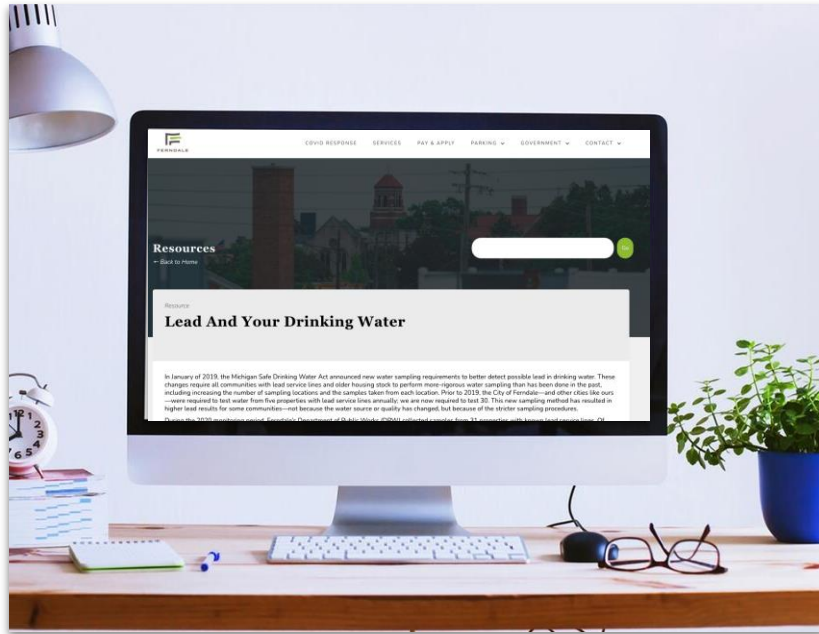
_____ from the
Coalition To End Childhood Lead Poisoning
was here to see you on _____ at
_____ a.m./p.m.
Please call us to make another appointment.

Note/Comments: _____

**Is Child Protective
Services coming
for my kids?**

WHAT ARE YOU REALLY SAYING?

Complicated issues require *clear messaging, call to action, access to more information*



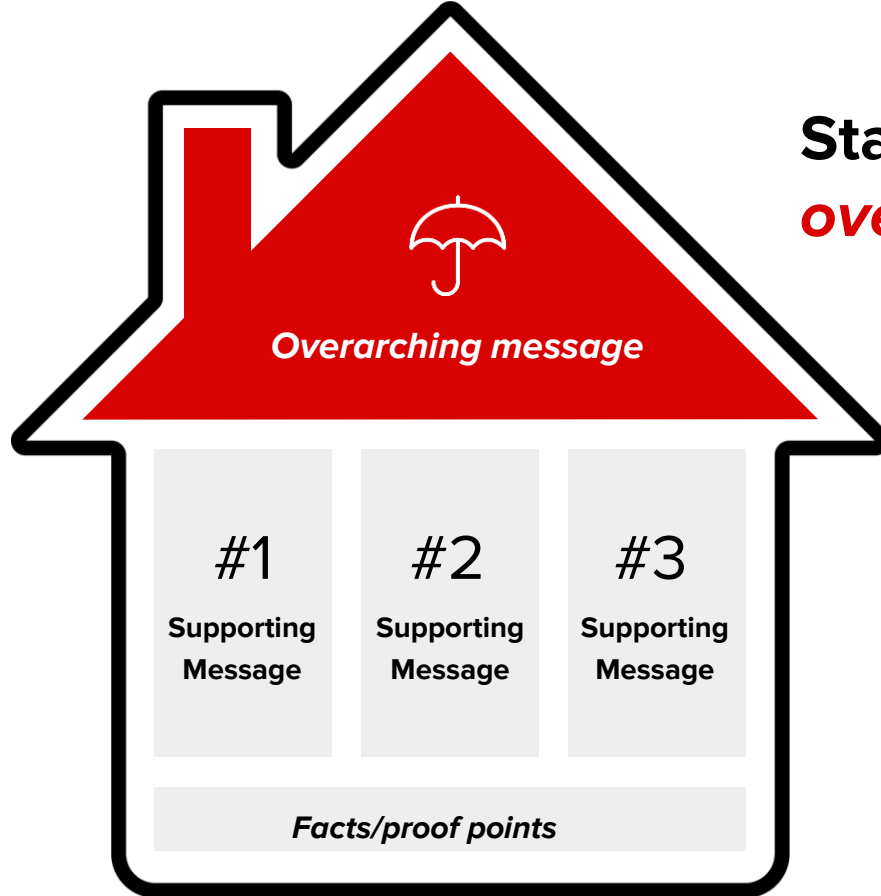


Messaging

Every communications plan needs solid messaging

1. **Overarching message, supporting messages**
 - Clear, concise, consistent, compelling, compassionate
 - Simple everyday language
 - Reflects your goals and objectives
2. **Proactive**, not reactive
3. Define/deliver on the **purpose** — Education?
Call to Action?

*Keep complicated
issues
uncomplicated*



Start with the
overarching message

MESSAGING

INVESTING IN DETROIT'S FUTURE

Over the next five years, we're investing \$500 million to upgrade the city's water and sewer systems. We're working hard across the city at a faster rate than ever before, with a neighborhood approach.

This is our commitment to Detroit – now and in the future.
WE'RE WORKING HARD FOR YOU.



Water & Sewerage Department

LEAD SERVICE LINE REPLACEMENT PROGRAM



Learn more

WORKING HARD FOR YOU.
www.detroitmi.gov/DWSD



DETROIT
Water & Sewerage
Department

CLEAN WATER. DELIVERED. WORKING HARD FOR YOU.

1-800-800-8000 detroitmi.gov/DWSD

YOU'RE INVITED TO A BLOCK MEETING

DWSD'S LEAD SERVICE LINE REPLACEMENT PROGRAM



DATE & TIME
LOCATION
ADDRESS

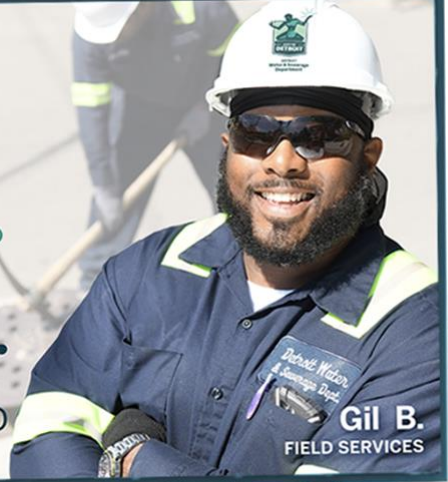
The Detroit Water & Sewerage Department (DWSD) is replacing the water main on **STREET** between **STREET** and **STREET**. The service line to your house that runs under the water main under the street is not affected by the results of this project. If it is found, DWSD has a program to replace your lead service line at no cost to you.

Attend the block meeting to learn more about the project and your questions. The enclosed agreement will be available during the project and additional agreement information is given to a DWSD representative at the block meeting.

If you are unable to attend the meeting, call DWSD at
313-964-9300



LEAD SERVICE LINE HOTLINE
313-964-9300



Gil B.
FIELD SERVICES

Messaging should be *proactive*, not reactive

“[WRC] recently put out a list of do’s and don’ts for homeowners on how they can minimize their risk of sewer backups.”

- C&G News article



Define/deliver on the purpose — Education? Call to Action?

MAINTAINING QUALITY DRINKING WATER IN YOUR HOME

WRC
WATER RESOURCES COMMISSIONER
Jim Nash

A Shared Responsibility
Maintaining drinking water quality is a shared responsibility between the water supplier and the resident.

We're Committed to...

- Protecting public health and wellness.
- Delivering the same clean, high-quality water we've always delivered.
- Providing greater public education.

In order to maintain or improve water quality at home, there are a few things you should remember to do on a regular basis:

Remove and Clean Your Aerator Every 6 Months.

The aerator is that screen on the end of your faucet, and it's important to remove it and clean it every six months.

Flush Water that Has Been Sitting in Your Pipes.
Overnight, water sits stagnant in your pipes. And the longer it sits there, the more metal it may contain. So, flush your pipes by running the cold water for several minutes before you use it.

Replace Faucets, Fittings or Valves From Before 2014.
Even if faucets "leak-free," faucets, fittings and valves sold before 2014 may contain higher levels of lead than the current tolerance of 0.01%. It might be time to upgrade.

Drink and Cook With Cold Water

Only use cold water for drinking or cooking. Hot water can sit for long periods of time in a hot water heater and could contain dissolved metals.

Purely Resourceful
www.oakgov.com/waterquality

WRC
WATER RESOURCES COMMISSIONER
Jim Nash

Access to quality water is an important topic as ever given recent current events such as the Flint Water Crisis and the coronavirus pandemic

Pontiac Water Affordability Coalition

Oakland County Water Resources Commissioner Jim Nash formally invites you to be a part of the Pontiac Water Affordability Coalition. Water affordability issues are on the rise given aging infrastructure and working to meet the requirements of the Lead and Copper Rules. We are coming together to advocate for sustainability and affordability and to educate our community on the value of our drinking water.

Water affordability advocacy starts with water customers understanding what it is they are paying for. When the importance of the provision of water service is at the forefront of the community, the power of multiple voices initiates changes. Changes are needed at the state and federal levels of government to provide funding for affordability programs to ensure everyone has access to drinking water. Without funding, whether it is through state and federal programs or through payment of water bills by customers, a water system is not sustainable. Sustainability is necessary for the continued provision of drinking water.

Pontiac Water Affordability Coalition's Virtual Kick-off Roundtable Meeting email invitation to follow.

Drinking Water Sampling Instructions:

A

Open the bottles 1 and 3 and place near the sink within reach.

B

With container 2 in the sink, hold bottle 1 under the faucet. Open the cold-water faucet. If you have a single-handle faucet, turn it entirely to cold. Fill bottle 1 to the neck with the first draw of cold water. Remove bottle 1 from under the faucet and allow container 2 to fill to the black line. Place bottle 3 under the faucet and fill it to the neck. Turn the water off.

C

Replace the lids tightly on bottles 1 and 3. Pour the water out of container 2. Place bottles 1 and 3 (standing upright) and container 2 in a plastic bag.

D

Complete and sign the form below and place it and the containers in the plastic bag. Call for sample pick-up at 248-452-9158 or 248-858-1441 with the date, your name, address and phone number. Place the plastic bag with samples and the completed form outside your front door for pick-up by personnel from The Oakland County Water Resources Commissioner's Office.

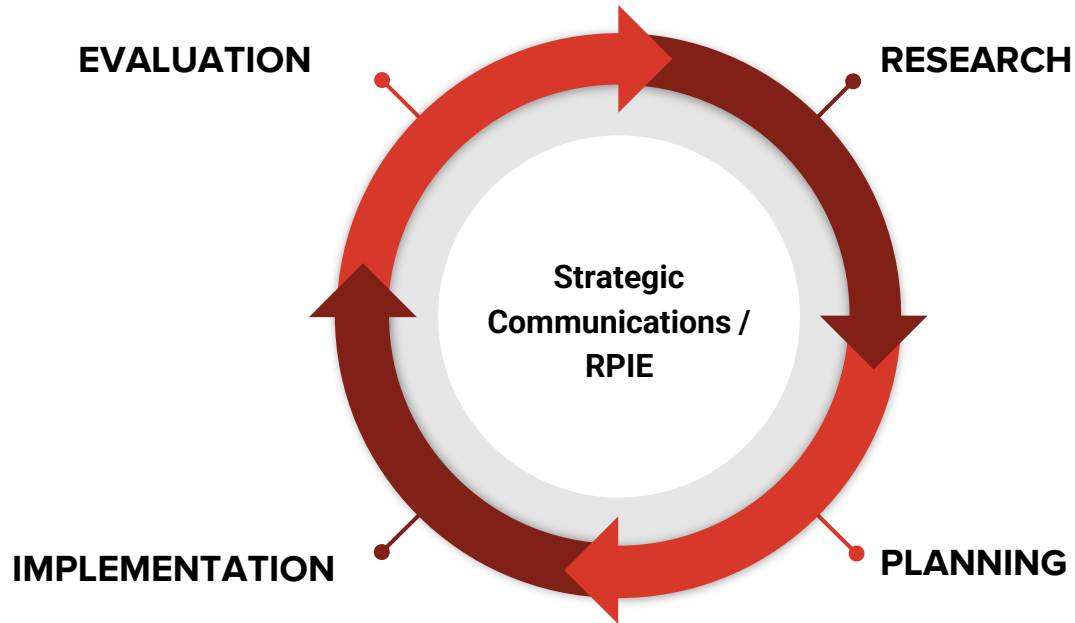
WRC
WATER RESOURCES COMMISSIONER
Jim Nash

Purely Resourceful
Call for pickup for water samples



Avoid 'Ready. Fire. *Aim.*'

Take a step back to move forward. Ask *Why?*



Adapted from the Public Relations Society of America, the Universal Accreditation Board and the Study Guide for the Examination for Accreditation in Public Relations



Research

POLL

Do you do research before you launch a communications campaign?

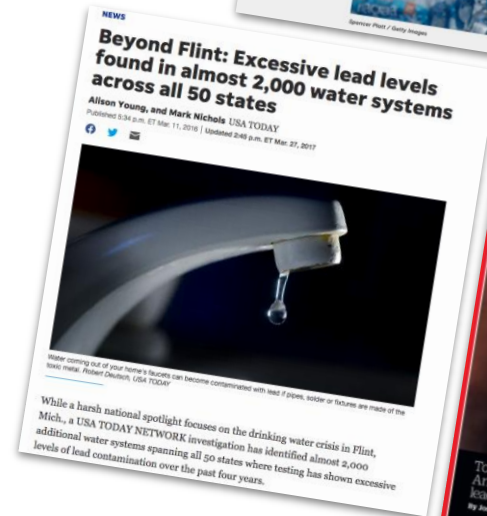
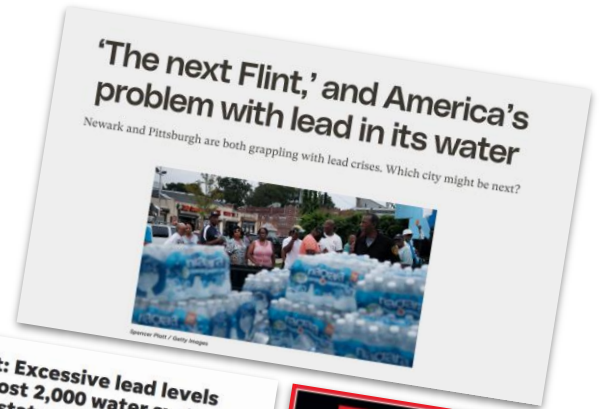
- Always
- Sometimes
- Rarely
- Never



Background and benchmarking

Don't overthink it! Research does **NOT** have to be time consuming, expensive or always formal (scientific sampling)

- **Quantitative or qualitative**
- **Primary** (firsthand) or **secondary** (by others)
- **Informal** - nonscientific
 - **content analysis** - identify trends/themes, misunderstandings, misinformation and any red flags
 - social media, community forums
 - media coverage
 - communications audit
 - **“pulse”** from front-line workers
 - customer service **inquiries**/comments
 - **surveys** (email, online, phone)



WHAT?

What are the opportunity(-ies) or issue(s) you're trying to solve?

- Educate and increase awareness, persuade public opinion
- Alleviate and address fears about lead, mistrust of government and concerns about unauthorized repairs

WHO?

WANT?

WHAT?

WHO?

WANT?

Who do we want to reach (audiences)?

Identify primary and secondary audiences

- Who needs to know or understand?
- Who will be affected?
- Who should be involved?
- Who are the advocates and critics?

Examples: *residents, businesses, community and neighborhood organizations, elected officials, internal (employees), board members, media (to reach key audiences), influencers/advocates, block clubs, critics*

WHAT?

What do you **want audience(s) to do** (intended result/outcome)?

WHO?

- Educate (*awareness, understanding*)
- Feel (*attitude*)
- Act (*take action, change behavior*)

WANT?

The *last word* on
research?

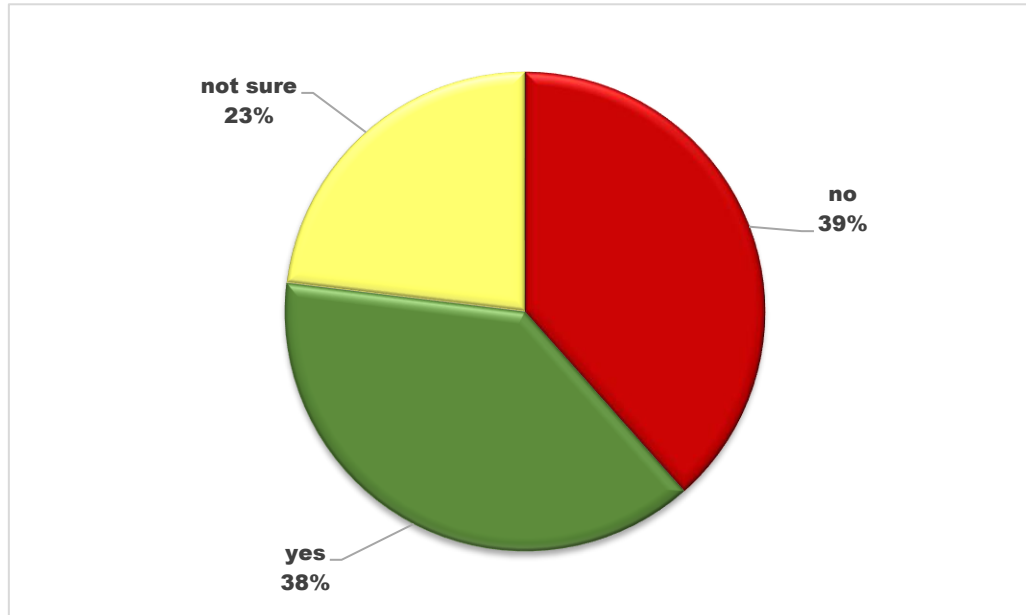
Don't overthink it.



Planning

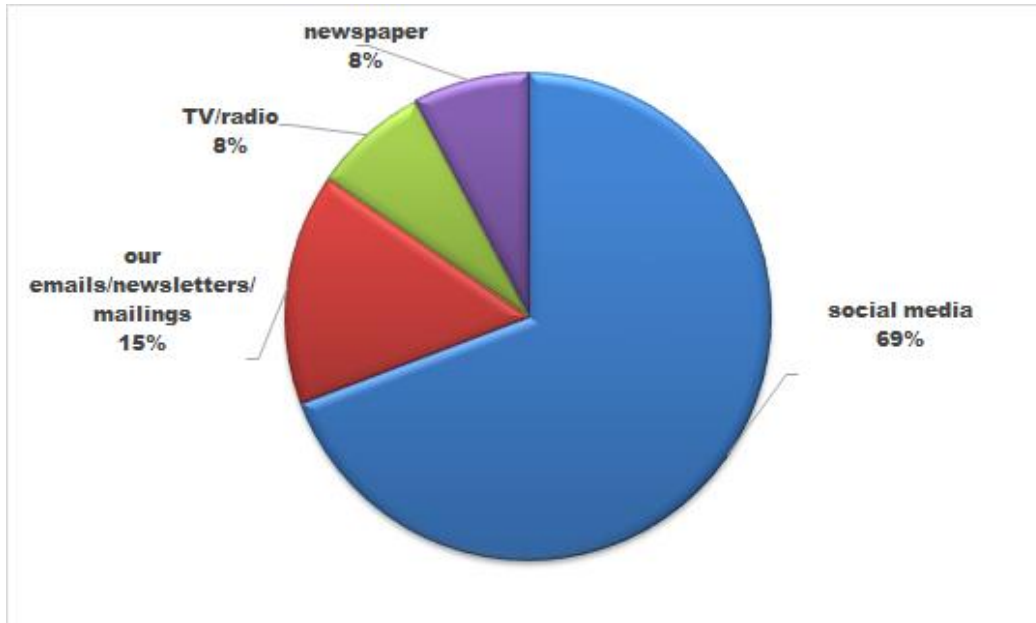
WE ASKED:

Does your city/township have a communications plan?



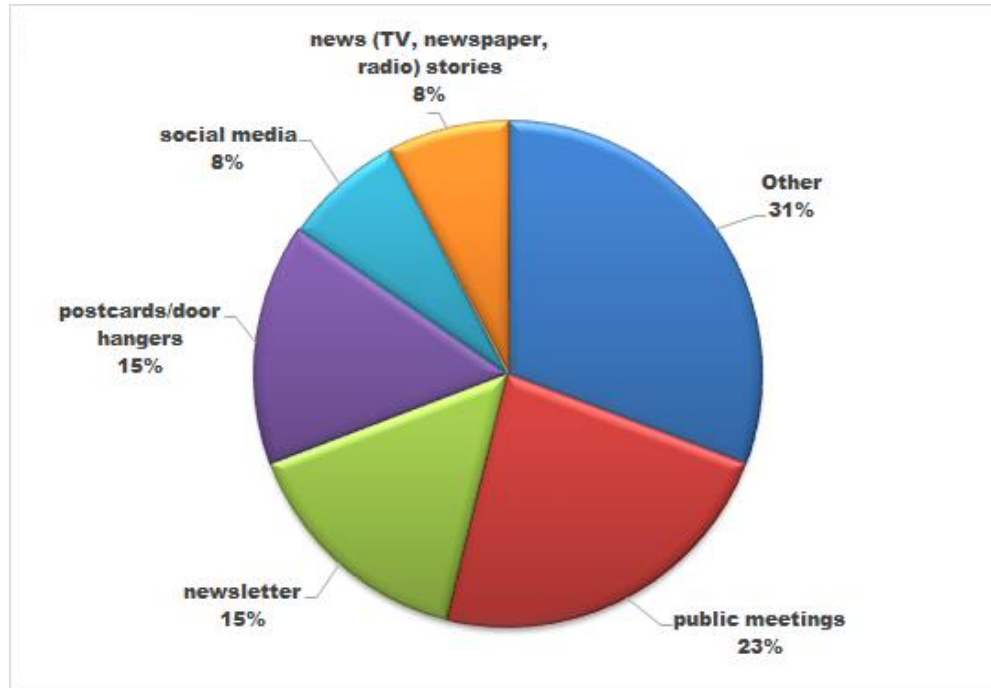
WE ASKED:

Where do you believe residents get most of their information about city/township/village matters?



WE ASKED:

What is your No. 1/top preferred way to reach residents?



- “Other” responses include:**
- All of the above
 - Face-to-face
 - Department website
 - Video messages

Planning is everything

1. Define **goals**
2. Set measurable **objectives**
3. Develop **strategies** and **tactics**

2020 IN REVIEW
A **Purely Resourceful** year

WRC
WATER RESOURCES COMMISSIONER
Jim Nash

Contributing to economic prosperity

OUR REACH

- 16 LOCAL WATER SYSTEMS** serving 270,000 people
- 1,300 MILES** of water mains
- 7** water treatment plants
- 5 REGIONAL SEWER SYSTEMS** serving 1.5 million people
- 5** retention treatment facilities
- 450 MILES** of sewer
- 16** sewage pump stations
- 23 LOCAL SEWER SYSTEMS** serving nearly 300,000 people
- 3** water resource recovery facilities
- 175** pump stations
- 673 MILES** of storm drains
- 1,160 MILES** of sewer

Maintaining reliable, high-quality service

- 69,000** TOTAL ACCOUNTS
- 92%** residential accounts (63,563 accounts)
- 8%** non-residential accounts (4,864 accounts)
- 595** sprinkler accounts
- 163** WRAP program new participants

Preserving natural resources and a healthy environment

CLINTON RIVER WATER RESOURCE RECOVERY FACILITY REDUCES CARBON FOOTPRINT AND ODOORS

- 30** million gallons of stormwater and sanitary sewage each day
- 4** completed drain projects totaling **\$45.2 MILLION**
- 20%** reduction in volume of biosolids
- 50%** reduction in disposal costs

Protecting public health & safety

Collaborated with governments and universities

- Worked with Oakland County Health Department on the COVID-19 Wastewater Surveillance Project to sample and analyze wastewater to detect the virus
- Provided wastewater samples to Michigan State University from three WRC locations for COVID-19 sampling and research

Helped customers pay their water and sewer bill

Through a statewide program funded by the Michigan Department of Health and Human Services

- \$617,000** in bill-pay relief for WRC customers in nine communities
- Suspended late-payment water program and restored water to **51 HOMES** free of charge

CAREER INFORMATION
Are you looking for a career opportunity where you can make a difference? To see current WRC job listings, visit oakgov.com/careers or call (248) 858-0630.

FINANCIALS
To review our 2020 expenditures, visit oakgov.com/yr.

2020 IN REVIEW
A **Purely Resourceful** year

Ensuring the value of investment

PROJECTS BY CATEGORY

- Drains**
 - 6** completed totaling **\$53 million**
 - 9** under construction totaling **\$66 million**
 - 8** under development totaling **\$48 million***
- Water & Sewer**
 - 4** completed totaling **\$8 million**
 - 7** under construction totaling **\$25 million**
 - 12** under development totaling **\$11 million***
- Lake Level**
 - 4** completed totaling **\$1 million**
 - 5** under development totaling **\$790,000***

*Some under-development projects costs are to be determined and not included in estimate

FEATURED PROJECTS

- Oakland-Macomb Interceptor Drain Biotrickling Filter, Detroit**
Filter installed to relieve odors and corrosion in the system, which serves 830,000 residents in Macomb and Oakland counties and includes 21 miles of large-diameter pipes
- 1-75 Flood Prevention Project with MDOT, Madison Heights**
Operate and maintain new pump station to transport 1-75 runoff for treatment nearly 100 feet to the nearby George W. Kuhn Retention Treatment Basin
- Evergreen-Farmington Sanitary Drain, Various Communities**
Newly established Chapter 20 drain and regional system improvements to transport wet weather flow through the system
- Huron-Rouge Sewage Disposal System Storage Facility, Novi**
Underground storage facility and pump station with 5-million-gallon-per-day capacity to store excess flow from heavy rains
- Upper Straits Dam, West Bloomfield Township**
Controls the water levels of Upper Straits Lake and restores the area's wetlands

Community engagement

DESPITE THE YEAR'S CHALLENGES, WE WERE A VISIBLE PART OF YOUR COMMUNITY.

- Giving Back**
 - 2020 Census Partnership
 - Michigan State Fair
 - WRC Library Discussion Series: Water Infrastructure 101
 - Oakland County Parks and Recreation Kiosks
 - Gleaners Giving Campaign (approximately \$25,000 raised, providing an estimated 90,000 meals)
- Ongoing Outreach**
 - Commissioner Nash's Water by the Quarter Show
 - Kids' Clean Water Calendar Contest
 - PBS Kids Club and Great Lakes Now Shows
 - Water Roundtable Discussions With Community Leaders
- Awards**
 - Water Resources "Libby of the Future Today" Recipient
 - National Association of Counties Achievement Recipient

SHARE OUR YEAR IN REVIEW VIDEO: oakgov.com/yr

24-HOUR EMERGENCY LINE
(248) 624-6366
Call our emergency services for sewer and water maintenance 24 hours a day, seven days a week with a response time of two hours or less anywhere in Oakland County.

24-HOUR POLLUTION HOTLINE
(248) 858-0932
Call our pollution hotline to report any suspicious discharges or illegal dumping of pollution into storm drains, lakes, creeks or streams.

WRC CONTACT INFORMATION
(248) 858-0958
One Public Works Drive Building, 95 West Waterford, MI 48328
oakgov.com/water
wrc@oakgov.com

Goals are your road map

1. Future-focused, longer-term, broad
2. Provide direction and focus
3. Should be shared internally

Examples:

“To become the trusted resource for residents to understand and take action on the city’s lead line replacement program...”

“To become a compassionate community partner.”



LET'S KEEP GOING

WE'LL BE THE DIFFERENCE TOGETHER.

Your water and sewer bill payments enable us to deliver clean water, make stormwater improvements, clean catch basins to reduce street flooding and perform upgrades to our 100-year-old system.

Over the past few years, we have been working to improve service delivery to you and your neighbors by replacing several miles

of water mains and lining pipes for sewer collection. Additionally, we have reduced street flooding in Detroit neighborhoods by cleaning 30,000 catch basins.

Together, we can make a difference when you pay your monthly bill. Please continue to do so. Your payments help maintain this important work for you and your neighbors.

EASY WAYS TO PAY

ONLINE
detroitmi.gov/water

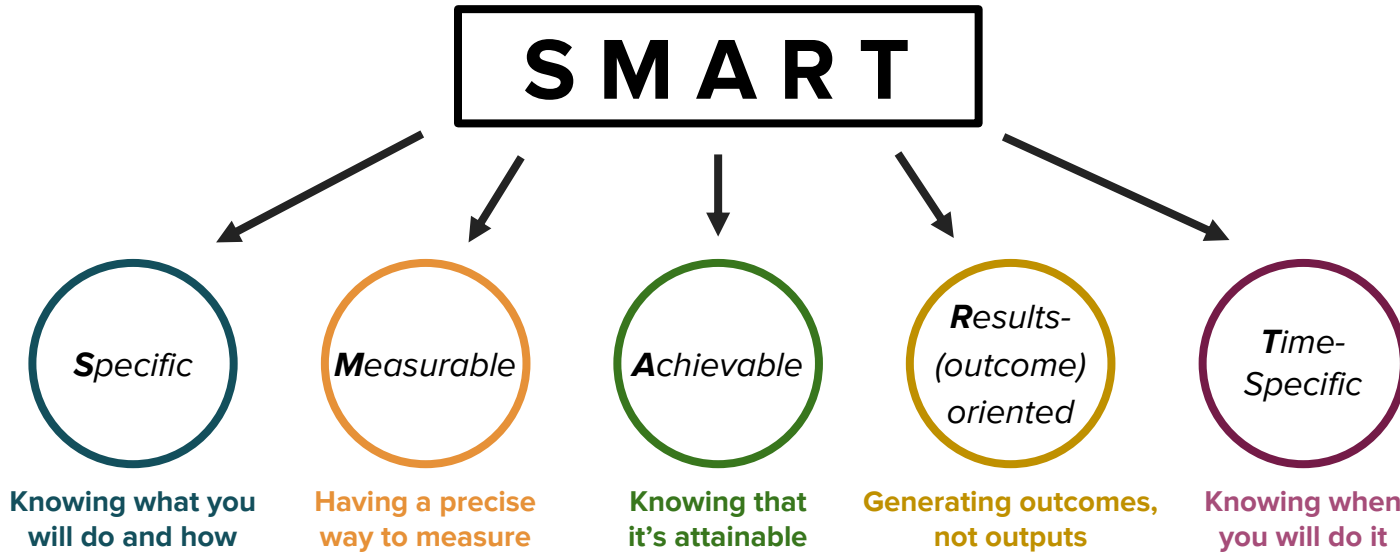
PHONE
313-267-8000

MAIL
Board of Water Commissioners
City of Detroit
P.O. Box 32711
Detroit, MI 48232-0711
Make checks or money orders payable to the Board of Water Commissioners (do not send cash)



Water & Sewerage Department

Objectives should be **'SMART'**



Example:

"Achieve 90% compliance of residents who agree to replace the private portion of their lead line by year-end."

Strategies are the blueprint. Tactics are the building materials

Strategies

Ex: Partner with community advocates to explain benefits of the program

Ex: Leverage relationships with block clubs to distribute information

Tactics

- advertising
- educational materials
- information packets
- digital media
- media relations
- neighborhood meetings
- brochures



Tactics follow 'PESO'

'PESO' model:

1. **Paid** - examples include social and digital advertising, sponsored content
2. **Earned** - media relations
3. **Shared** - your content that is shared on social media
4. **Organic** - the content you create and that you own – everything from blog posts and videos to white papers. Under the PESO model, it's the foundation of everything you say as an organization.



PLANNING

Tactics follow 'PESO'



The *last word* on
planning?

There's more than one
way to reach people.



Implementation

IMPLEMENTATION

Yes, finally!

Implement the plan



Tactics achieve your strategy



The innovation of collaboration

OAKLAND-MACOMB SEWER INTERCEPTOR SYSTEM AND PUMPING STATION



We're Replacing Lead Service Lines

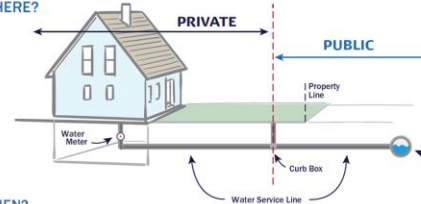
WHY?

The Michigan Lead and Copper Rule states that all lead service lines need to be replaced within the next 20 years. Through our Water Service Line Replacement Program, we're replacing lead and galvanized steel service lines in your area.

WHAT?

Service lines carry water from the water main under the street up to your home. If you have a lead service line, a full replacement is necessary. A full replacement entails removing the entire service line on both private and public property – at the water system's expense.

WHERE?



WHEN?

Our Water Service Line Replacement Program targets areas that fall within upcoming planned construction. To schedule an appointment for an inspection of your service line, please call (248) 858-4324.

How does this process work?

1. The WRC Water Maintenance Team will need to enter your home to verify service line piping material and meter location.
 - a. If your service line is **not** lead or galvanized steel, no further action is required.
 - b. If your service line is lead or galvanized steel, our team will work with you to schedule an appointment to replace your entire service line, from the water main to your water meter.
2. The **Temporary Use Agreement** included in your packet must be signed prior to any work. Please read it over and return your signed copy as soon as possible.
3. The WRC Water Maintenance Team and WRC-approved contractor will come onsite to replace your existing service line with a copper service line.
4. All property will be restored.
5. The portion of the service line between the curb box and your home will continue to be your property.

Please call (248) 858-4324 to schedule an appointment as soon as possible.

LIFESPAN
50+
YEARS

OUTCOME
Maintain reliable,
high-quality service

Once refurbished, the facility will provide dependable sewer service throughout the region.

These updates already are in progress and feature the latest technology available, which includes replacing aging pumps with energy-efficient models and rehabilitating pipe to extend the sewer life for several decades. These, and some of our other innovative restoration methods, have been nationally recognized.

This regional partnership ensures decades of reliable service to residents and business.

ional collaboration, innovative construction methods

Tactics achieve your strategy

DWSD CUSTOMER ALERT

DO YOU HAVE A LEAD SERVICE LINE?

While the Detroit Water & Sewerage Department (DWSD) is on your street replacing the water main, if our workers discover you have a lead service line (the pipe from the water main to your house), DWSD will replace the lead pipe with a copper pipe with your permission, at no cost to you.

Read the information in this packet, sign the agreement and return it in the enclosed envelope.

DWSD will not replace your portion of the service line (from the curb box to your house) without your permission. Refusing lead service line replacement could result in elevated levels of lead in your drinking water. DWSD cannot reconnect your lead service line to the new water main, so if you choose not to replace your lead service line, your water service will be interrupted.

DWSD Lead Service Line Hotline:
313-964-9300

The free lead service line replacement will only be done while DWSD's contractor is on your street. This offer will not be available after construction is complete. This notice applies only to the houses which received the flier on their doors in the designated project area.

 **WORKING HARD FOR YOU.**
www.detroitmi.gov/DWSD

3-STEP PROCESS FOR LEAD SERVICE LINES

1. IF THE LINE IS LEAD, the contractor will inform you and schedule an appointment for an inspection.

2. A copper service line will be installed from the new water main to your water meter.

3. Your water meter will be reinstalled or replaced.

4. Contractor will restore property.

5. You will continue to own and be responsible for the replaced water service line from the curb stop into the home. DWSD will guarantee the water service line for one year from the date of replacement.

Call 313-964-9300 to schedule your appointment.

WORKING HARD FOR YOU.
www.detroitmi.gov/DWSD

MAIN REPLACEMENT PROGRAM

INSTALLATION INSTRUCTIONS

DWSD is providing residents with a free water filter that will remove sediment from water during and after construction.

1. Turn off hot water faucets or use ice maker to complete these steps.

2. Turn off water from a faucet in the lowest room in your house.

3. Turn off each faucet and turning on the water at the last tap you opened (bottom of each tap).

4. Turn on the water at the last tap you opened (bottom of each tap).

5. Turn on the water at the last tap you opened (bottom of each tap).

WORKING HARD FOR YOU.
www.detroitmi.gov/DWSD

DETROIT WATER QUALITY REPORT

2018 RESULTS



LEAD SERVICE LINE REPLACEMENT PROGRAM



WORKING HARD FOR YOU.
www.detroitmi.gov/DWSD

YOU'RE INVITED TO A BLOCK MEETING

DWSD LEAD SERVICE LINE REPLACEMENT PROGRAM

DATE & TIME
LOCATION
ADDRESS

The Detroit Water & Sewerage Department (DWSD) is replacing the water main on STREET between STREET and STREET.

The service line from your house to the water main under the street is your LEAD SERVICE LINE. If it is made of lead, DWSD has a program to replace your lead service line at no cost to you.

Attend the block meeting to learn more about the program and ask questions. The original agreement can be reviewed using the protocol attached, pre-paid envelope or given to a DWSD representative at the block meeting.

If you are unable to attend the meeting, call DWSD at **313-964-9300**

 **WORKING HARD FOR YOU.**
LEAD SERVICE LINE HOTLINE
313-964-9300

LEAD SERVICE LINE REPLACEMENT PROGRAM - FAQs

Q. What is a service line?
A. That's what brings the water to your home. The water main in the street to your house, the curb box, usually located near your property. Customers are responsible for service lines from the curb box into the home.

Q. What homes typically have lead service lines?
A. If your Detroit home was built prior to 1960, your service line may be made of a different material than the DWSD pipe on the street to the curb box). DWSD stopped using lead service lines in 1960.

Q. How do I know if I have a lead service line?
A. Service lines can be made of plastic, copper, lead or galvanized steel. Follow these steps to find out which you have:

1. Locate where the service line comes into your home. Look for the pipe running below your shut-off valve.
2. If the material sticks to the pipe, it's galvanized steel.
3. Gently scratch the surface of the pipe with a coin. If the pipe is lead, it will be a dull color. If it's made of lead, it's color and a magnet doesn't stick, it's color does not need to be replaced.
4. If it is copper in color and a magnet doesn't stick, it's color does not need to be replaced.

If you have a lead service line inside your house, call 313-964-9300. The material buried in your yard may be different from the material if you do not have lead inside the house, the contractor will still

Remind, reinforce and repeat

First – 2 Week Notice

Second – Water Interruption Due to Service Connections/Tie-Ins

Third – Completion Notice

IMPORTANT INFORMATION
from Detroit Water and Sewerage Department

Water System Upgrades

The Detroit Water and Sewerage Department (DWSD) is upgrading and enhancing the water system in your neighborhood. Contractors will replace or fix the water system and repair or build service lines (where they exist).

The contractor will connect _____ between _____ and _____.

Within 7-14 days of being construction, during construction please use the water prior to fill and cartridge that was provided at your door.

What you should expect

During construction at the DWSD location or neighborhood area, residents may experience: 1) water or a small amount of flooding; 2) brief interruptions of water supply when a new service line is being installed in the street; 3) any utility will be unable to deliver required materials and equipment prior to disruption and may be temporarily unable to deliver any materials; 4) DWSD Customer Care personnel may visit your service to inspect their work on-site.

Water interruptions may be necessary when the contractor is working on the water main or sewer line. These interruptions may be necessary to ensure the safety of the water system and to ensure that the water system is properly installed and functioning.

Contractors will have signs and flags in place for the safety of the neighborhood and to ensure that the water system is properly installed and functioning.

Construction will be in progress until _____ at _____.

The work will be completed by _____ at _____.

There is a chance that there may be water in the streets and sidewalks, please be careful and do not walk on the streets or sidewalks until the work is completed.

Call us for more information at _____ or visit our website at _____.

Continued on the back

Flush your pipes after water utility work

DWSD recommends flushing your water taps after construction is complete in your neighborhood. DWSD wants to be sure you know how to flush your tap. Here are some instructions to help you get started:

- 1 Remove faucet aerators (screens) from all water taps in the house.
- 2 Beginning at the lowest level of your home, open all the cold water taps for 1-2 minutes.
- 3 Let the water run for 30 minutes at the tap for your second floor (if applicable).
- 4 Turn on each water tap for 1-2 minutes, then you are done.

WHO TO CALL:

Customer Care numbers: **313-267-8000** | Lead Service Line numbers: **313-964-9300**

Specific questions about this project?
Contact it at a signed DWSD signpost.

Name: _____

Address: _____

City: _____

For timely construction updates, join our email distribution list.

Receive updates on the progress of the project, including construction updates, and get notified when the project is complete. To join our email distribution list, please visit www.detroitwater.com/updates.

Thank you for your patience as we work to improve service.

WORKING HARD FOR YOU
detroitwater.com/DWSD

IMPORTANT INFORMATION
from Detroit Water and Sewerage Department

Temporary Interruption Water System Upgrades

Upgrades are near completion on the water system for your street. The final phase of the upgrades requires a temporary interruption of your water service.

Your water service will be temporarily interrupted while contractors work to connect your home to the upgraded water main and/or new sewer service line (after lead service line replacement). You will have no water service to your property between _____ and _____.

Once work is complete you will receive a notice indicating you may resume use of the water service.

What you should expect

During construction at the DWSD location or neighborhood area, residents and businesses may experience the following:

- Once water is restored you may receive some discoloration. Please follow the flushing instructions on the back of this door hanger. Please note that you will have lead service line replacement work on-site.
- Water main work may require water to be cut off to service other nearby. Please be notified with the signed door hanger and/or email notification.
- There may be traffic impediments, but residents and businesses will have access. We will also provide lead service line replacement work on-site during the construction. Please try to avoid parking in impacted streets.
- Lanes, sidewalks and alleys may be disrupted. Contractors will return to normal promptly. Temporary construction may occur before contract work is completed during April-October when weather permits.

Continued on the back

Flush your pipes after water utility work

DWSD recommends flushing your water taps after construction is complete in your neighborhood. DWSD wants to be sure you know how to flush your tap. Here are some instructions to help you get started:

- 1 Remove faucet aerators (screens) from all water taps in the house.
- 2 Beginning at the lowest level of your home, open all the cold water taps for 1-2 minutes.
- 3 Let the water run for 30 minutes at the tap for your second floor (if applicable).
- 4 Turn off each water tap for 1-2 minutes, then you are done.

If your lead service line was replaced, immediately flush the flushing instructions above. However, instead of running the water for 30 minutes, let the water run for 30 minutes, which removes lead particles.

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IMPORTANT INFORMATION
from Detroit Water and Sewerage Department

Water Service Restored Notice of Completion

The Detroit Water and Sewerage Department (DWSD) has completed all work on the water system that connects to your home. Your service has been restored and you may resume use of the water system.

It is important that you follow the flushing instructions listed below. If your lead service line was replaced, immediately follow the flushing instructions below when using your water service. On Day 3 through the end of the work on all taps for 30 minutes beginning at the tap for your second floor. The 30-minute flushing is the best method to remove lead particles from your plumbing after the service line replacement.

Thank you for your patience as we continue to work in the neighborhood to upgrade and enhance the system.

IMPORTANT INFORMATION

- 1 Remove faucet aerators (screens) from all water taps in the home.
- 2 Beginning at the lowest level of your home, open all the cold water taps on the second floor.
- 3 Let the water run for 30 minutes at the tap for your second floor (if applicable).
- 4 Turn off each water tap starting with the first tap you opened (bottom floor). Close and install aerators.

Continued on the back

Keep in mind

- Once water is restored your water meter connections should be flushed. Please follow the flushing instructions on the back of this door hanger. Please note that you will have lead service line replacement work on-site.
- Contractors will have signs and flags in place for the safety of the neighborhood and to ensure that the water system is properly installed and functioning.
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- There may be traffic impediments, but residents and businesses will have access. We will also provide lead service line replacement work on-site during the construction. Please try to avoid parking in impacted streets.

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The *last word* on
implementation?

Follow the plan.



Evaluation

Evaluate the outcomes, not just the outputs

1. Measure against objectives

- Objective: ***“Achieve 90% compliance of residents who agree to replace the private portion of their lead line by year-end.”***

2. Ask yourself:

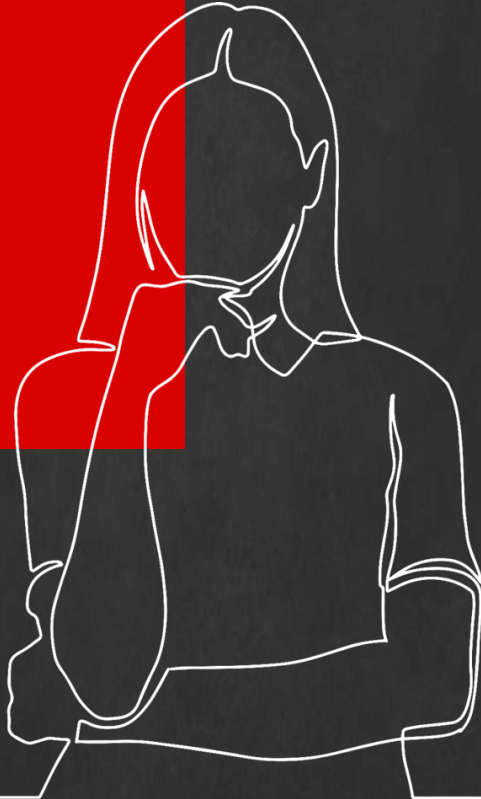
- Which residents have been reached?
- What actions have residents taken?
Example: ***“100% of residents agreed to have the city replace the private portion of their lead service line by year-end.”***

3. As needed, **adjust messaging, strategies, tactics**

The *last word* on
evaluation?

Review, Refine =
Refresh.

RECAP



1. Ask yourself and others: What are you really saying?
2. Use clear, concise, consistent, compelling, compassionate messaging - overarching message and supporting points
3. Avoid 'Ready. Fire. Aim.'
 - Ask why? Do your research and planning before implementing
 - Set goals and measurable objectives (outcomes, not just outputs)
4. Be proactive, not reactive
5. Evaluate - review, refine = refresh

Making Hard-to-Understand Issues Understandable

Know what you'll say, who you'll say it to and where you'll say it. Don't just jump to tactics - collateral, social media posts, videos, etc. That's especially true when communicating complicated issues.

You can make hard-to-understand issues understandable when you have a strategic communications plan (remember **RPIE**) and the right **messaging**. Here's how.

R Do your research

- Research doesn't have to be time-consuming, expensive or formal - it can come from social media and community forums, media coverage and employees.
- Understand what people already know about an issue - and what they think they know.
- Ask yourself what opportunity or issues you are trying to solve - to educate and increase awareness? Persuade public opinion? Alleviate fears or mistrust?
- Then ask who you want to reach (your audiences) and what you want them to do - for example: understand, feel, take action.

P Start your plan

- Communication planning begins with goals and objectives, followed by strategies and tactics.
- Set goals to focus on the longer-term.
- Make your objectives SMART - Specific, Measurable, Achievable, Realistic and Time-specific.
- Develop strategies to reach your objectives and tactics to implement them.
- Clearly articulate your message**
 - Develop an overarching message and points to support it.
 - Use simple everyday language.
 - Be proactive - always get ahead of an issue.

I Implement your plan (yes, finally!)

- Use timelines to help you manage your tactics and deliverables.
- Delegate to-do items and track them to reach deadlines.

E Evaluate the outcomes - not just the outputs

- Track how your outcomes (the number of people who signed up for a meeting, for instance) measure against your objectives.
- Are you meeting your pre-set objectives? If not, go back and adjust your messaging, strategies and tactics.

Making Hard-to-Understand Issues Understandable

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mcci **mcci** **mcci** **mccicorp.com**

313.481.4700 313.481.4700

MCCI has been helping our clients make hard-to-understand issues understandable for more than 25 years. Reach out to learn how we can bring issues to life that inspire lasting relationships between you and your customers.



Questions



WWW.MCCICORP.COM

mmartin@mccicorp.com