

Public Relations Strategy & Public Engagement
 Citizens' Water Advisory Committee
 June 3, 2015



Water Reliability Partners



Questions?



Water Reliability: The central theme
 of Tucson Water's Strategic Plan

Water Reliability reflects our
 commitment to:

- a consistent look/brand
- consistent messaging
- understandability
- transparency
- communication adaptability

Water Reliability can be applied across
 outreach methods and tactics:

- Web 2.0/3.0
- Mobile devices
- Social media
- Email
- Direct mail
- Print
- Video
- Live events
- Webinars
- Podcasts
- Newsletters
- Infographics
- E-books
- Webinars
- Podcasts
- Newsletters
- Infographics
- E-books

Water Reliability reaches across audiences:

- Policy Makers
- Customers
- Regulators
- Industry
- Media
- Community
- Academia
- Researchers
- Students
- Professionals
- Volunteers
- Advocates
- Influencers
- Thought Leaders
- Industry Leaders
- Government
- Academia
- Researchers
- Students
- Professionals
- Volunteers
- Advocates
- Influencers
- Thought Leaders

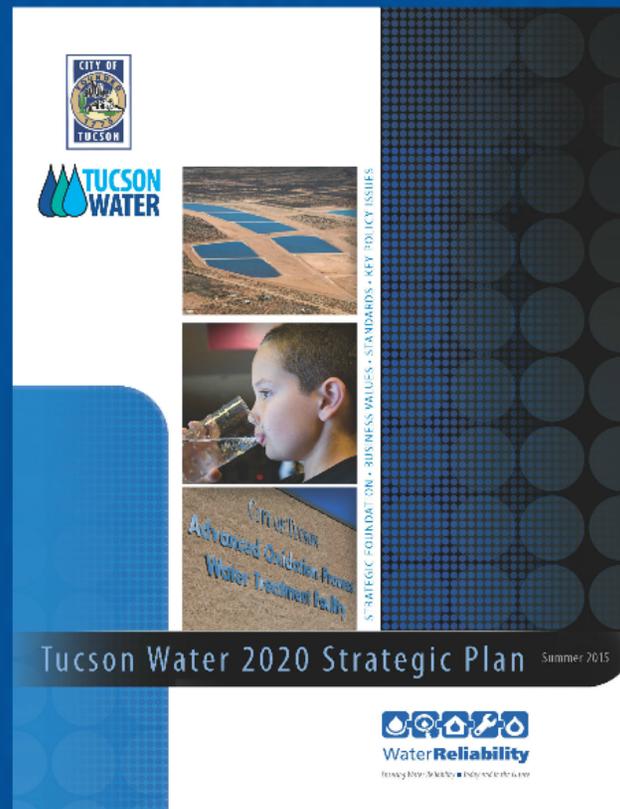
Five elements of Water Reliability



**Public Relations Strategy & Public Engagement
Citizens' Water Advisory Committee
June 3, 2015**



Tucson Water's Strategic Plan 2020



Tucson Water's Strategic Plan 2020

- 1** Aligns missions and values
- 2** Integrates management, planning and operations
- 3** Provides accountability and performance standards
- 4** Identifies policy and issues

Tucson Water's Strategic Plan 2020

- 5** Defines challenges and opportunities
- 6** Informs financial planning, budgeting and capital improvements
- 7** Ensures effective engagement

Business Values and Standards

<p>Safe, High-Quality Water Conservative Approach to Protect Public Health Comply with the Safe Drinking Water Act Comprehensive Source and System Water-Quality Info High Standards for Potable and Recycled Water</p>	<p>Appropriate Investment Rates Cover Full Cost of Service Appropriate CIP Funding to Ensure Reliability Explain Rationale for Investment Decisions Maintain Strong Credit Ratings</p>
<p>Reliable Water Supplies Maintain 100-Year Assured Water Supply Designation Maximum Utilization of CAP Water Allocation Diverse Water Supply Portfolio No Systemic Groundwater Mining</p>	<p>Sound Financial Management Tucson Water Financially Self Supporting Fair, Equitable, and Stable Rates Maintain AA Credit Rating and Low Cost of Debt Credit-Worthy Reserves, Cash, and Debt Ratios</p>
<p>Reliable Water Service Uninterrupted Water Service Real-Time, Comprehensive System Information Cost-Effective, Pro-Active System Maintenance Appropriately Trained Operations and Maintenance Staff</p>	<p>Protecting the Environment Balance Water for People and the Environment, Habitat Restoration and Enhancement Environmentally & Community Sensitive Facilities Design Reduce Carbon Footprint</p>
<p>Exceptional Customer Service Accurate Water-Use Data and Accurate Bills 24/7 Customer and Emergency Support No Busy Signals Any Time of Day Resolve Problems with First Customer Interaction</p>	<p>Increasing Efficiency & Conservation Community-Wide Conservation Ethic Climate Change Resilient System & Supply Rate Structure Encourages Water-Use Efficiency Effective Conservation & Efficiency Programs</p>
<p>Sound Planning Standards-Driven, Data-Driven Planning & Decision Making Long-Range Water Planning through 2050 Anticipate Future Regulations, Evolving Standards Engage CWAC and Community in Planning Processes</p>	<p>Transparency & Communication Comply with Mayor & Council Policies Accurate, Publicly Accessible Data & information Meet All Reporting Requirements Utilize Various Media for Timely Public Communications</p>

Transparency & Communication

Comply with Mayor & Council Policies

Accurate, Publicly Accessible Data & information

Meet All Reporting Requirements

Utilize Various Media for Timely Public Communications



Water Reliability

Water Reliability: The central theme of Tucson Water's Strategic Plan

Water Reliability reflects our commitment to:

- a consistent look/brand
- consistent messaging
- understandability
- transparency
- communication adaptability

Water Reliability can be applied across outreach methods and tactics:

- print materials
- public service messages - radio and TV, bus shelter ads
- digital
- presentations
- events
- demonstration projects
- news media
- telephone
- tours
- field work



Water Reliability reaches across audiences:

- Mayor and Council
- CWAC
- Employees
- Ratepayers/Customers
- Key stakeholders and partners
- Business groups and professional organizations
- Educators
- Students





Water **Reliability**

***Water Reliability: The central theme
of Tucson Water's Strategic Plan***



Water Reliability reflects our commitment to:

- a consistent look/brand
- consistent messaging
- understandability
- transparency
- communication adaptability

Water Reliability reaches across audiences:

- Mayor and Council
- CWAC
- Employees
- Ratepayers/Customers

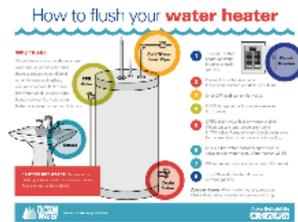


- Key stakeholders and partners
- Business groups and professional organizations
- Educators
- Students



Water Reliability can be applied across outreach methods and tactics:

- print materials
- public service messages - radio and TV, bus shelter ads
- digital
- presentations
- events
- demonstration projects
- news media
- telephone
- tours
- field work



Five elements of Water Reliability



WaterReliability

Water Supply

Planning for the future



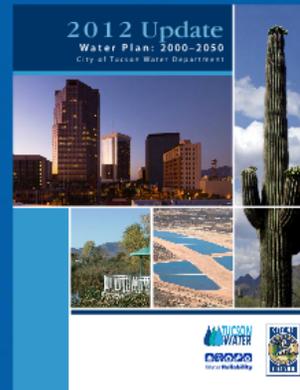
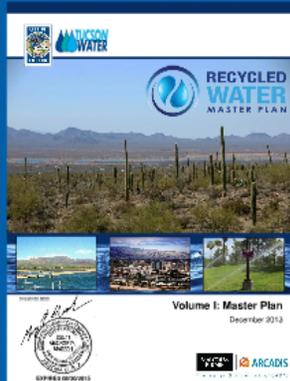
Wa

Quality m

A small thumbnail image showing a table of water quality monitoring data. The table has multiple columns and rows of numerical data, with a header row and a footer row. The text is small and difficult to read, but it appears to be a data table.

Water Supply

Planning for the future



Water Quality

Quality matches the use



Parameter	Value	Unit	Standard
Chlorine	1.5	mg/L	4.0
Chlorine Dioxide	0.1	mg/L	0.5
Free Chlorine	1.4	mg/L	4.0
Total Chlorine	1.6	mg/L	4.0
Chlorine Demand	0.1	mg/L	0.5
Chlorine Residual	1.5	mg/L	0.5
Chlorine Residual Age	1.5	min	15
Chlorine Residual Depth	1.5	ft	10
Chlorine Residual Velocity	1.5	ft/min	10
Chlorine Residual Volume	1.5	gal	10
Chlorine Residual Weight	1.5	lb	10
Chlorine Residual Temperature	1.5	°F	10
Chlorine Residual Pressure	1.5	psi	10
Chlorine Residual pH	1.5		10
Chlorine Residual Turbidity	1.5	NTU	10
Chlorine Residual Conductivity	1.5	µS/cm	10
Chlorine Residual Total Dissolved Solids	1.5	mg/L	10
Chlorine Residual Total Suspended Solids	1.5	mg/L	10
Chlorine Residual Total Hardness	1.5	mg/L	10
Chlorine Residual Total Calcium	1.5	mg/L	10
Chlorine Residual Total Magnesium	1.5	mg/L	10
Chlorine Residual Total Iron	1.5	mg/L	10
Chlorine Residual Total Manganese	1.5	mg/L	10
Chlorine Residual Total Copper	1.5	mg/L	10
Chlorine Residual Total Lead	1.5	mg/L	10
Chlorine Residual Total Zinc	1.5	mg/L	10
Chlorine Residual Total Nickel	1.5	mg/L	10
Chlorine Residual Total Cadmium	1.5	mg/L	10
Chlorine Residual Total Chromium	1.5	mg/L	10
Chlorine Residual Total Selenium	1.5	mg/L	10
Chlorine Residual Total Arsenic	1.5	mg/L	10
Chlorine Residual Total Boron	1.5	mg/L	10
Chlorine Residual Total Fluoride	1.5	mg/L	10
Chlorine Residual Total Nitrate	1.5	mg/L	10
Chlorine Residual Total Nitrite	1.5	mg/L	10
Chlorine Residual Total Ammonia	1.5	mg/L	10
Chlorine Residual Total Phosphate	1.5	mg/L	10
Chlorine Residual Total Silica	1.5	mg/L	10
Chlorine Residual Total Sulfate	1.5	mg/L	10
Chlorine Residual Total Chloride	1.5	mg/L	10
Chlorine Residual Total Bromide	1.5	mg/L	10
Chlorine Residual Total Iodide	1.5	mg/L	10
Chlorine Residual Total Fluoride	1.5	mg/L	10
Chlorine Residual Total Selenium	1.5	mg/L	10
Chlorine Residual Total Arsenic	1.5	mg/L	10
Chlorine Residual Total Boron	1.5	mg/L	10
Chlorine Residual Total Fluoride	1.5	mg/L	10
Chlorine Residual Total Nitrate	1.5	mg/L	10
Chlorine Residual Total Nitrite	1.5	mg/L	10
Chlorine Residual Total Ammonia	1.5	mg/L	10
Chlorine Residual Total Phosphate	1.5	mg/L	10
Chlorine Residual Total Silica	1.5	mg/L	10
Chlorine Residual Total Sulfate	1.5	mg/L	10
Chlorine Residual Total Chloride	1.5	mg/L	10
Chlorine Residual Total Bromide	1.5	mg/L	10
Chlorine Residual Total Iodide	1.5	mg/L	10



Wa

Guided



Water Quality

Quality matches the use

WATER QUALITY INFO NET
WE ARE OUR OWN BEST

March 2013

At the City of Dallas, we are committed to providing the highest quality water to our customers. Our water quality is constantly monitored and reported to you through this report.

Water Quality System

TEST RESULTS BY WATER QUALITY ZONE

Zone	Hardness (mg/L CaCO ₃)	Sodium (mg/L NaCl)	Nitrate-N (mg/L NO ₃ -N)	Fluoride (mg/L F ⁻)	pH (at 25°C)	Temperature (°C/°F)
1	239	67	1.56	0.43	7.9	74.1
2	243	69	0.94	0.37	8.0	73.5
3	233	66	1.18	0.42	8.0	73.5
4	245	69	0.83	0.35	7.9	74.1
5	239	67	0.98	0.38	8.0	72.8
6	241	68	0.91	0.36	8.0	73.2
7	241	67	1.00	0.38	8.0	73.3
8	209	57	1.97	0.40	7.8	74.1
9	219	62	1.55	0.51	7.8	75.2
10	255	72	1.17	0.37	7.9	75.1
Avg	235	66	1.18	0.42	7.9	73.7

mg/L = milligrams per liter; mg/L CaCO₃ = milligrams calcium carbonate; mg/L NaCl = milligrams sodium chloride; mg/L NO₃-N = milligrams nitrogen nitrate; mg/L F⁻ = milligrams fluoride; °C = Celsius; °F = Fahrenheit

COLIFORM (Total Coliforms) 0% (0/100)
Total Coliforms: 0/100
Fecal Coliforms: 0/100
E. coli: 0/100
Heterotrophic Plate Count: 0/100

CHLORINE 2.0 mg/L (2.0 mg/L)
Chlorine: 2.0 mg/L
Free Chlorine: 2.0 mg/L
Total Chlorine: 2.0 mg/L



Water Customer

Guided by customer feedback



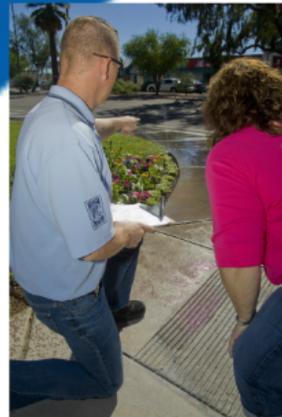
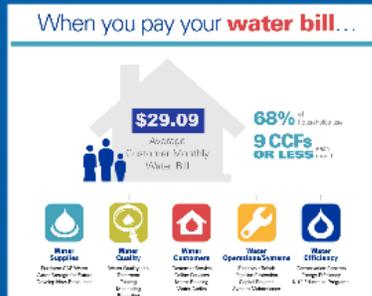
Wa

Getting w



Water Customer

Guided by customer feedback



Water Operations & Systems

Getting water to our customers



Co

Equ



Water Operations & Systems

Getting water to our customers



Conservation & Efficiency

Equity and effectiveness



Conservation & Efficiency

Equity and effectiveness





Water Reliability

Water Reliability Partners





Questions?