

Social Market Leadership Web Seminar Series

– Social Media and Clean Water Utilities; Case Studies and Best Practices

David Nour, CEO

The Nour Group, Inc. – Atlanta

@davidnour

@NACWA



Copyright ©MMXIII The Nour Group, Inc.

No part of this training may be published, broadcast, rewritten, reproduced or redistributed in any form or by any means, electronic or mechanical, including photocopying, recording or with any information storage and retrieval system, without specific prior written permission from The Nour Group, Inc.

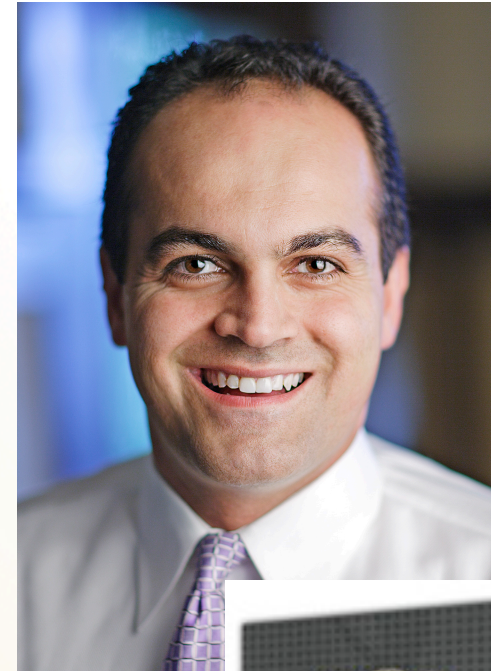
Use of this material and associated assessment, logs, reports, templates and worksheets is subject to licensing restrictions, including without limitation, the following:

- Individual owner is considered the user of this license and may use these materials for performance improvement and professional development purposes only.
- User is prohibited from distributing, transmitting or publishing these materials to others, including persons in the user's business or organization.
- Separate licenses are required for every person who uses these materials in a single business or organization.

Your Host...

David Nour
The Nour Group, Inc.

- ❖ Business Relationship Experts
- ❖ Social & Growth Strategists
- ❖ Thoughts & Practice Leadership
 - ❖ *Relationship Economics*
 - ❖ *ConnectAbility*
 - ❖ *The Entrepreneur's Guide to Raising Capital*
 - ❖ *Return on Impact (ASAE, 2012)*
 - ❖ Social Networking Best Practices Series...



Three Fantastic Guests



Allison Fore
Public and
Intergovernmental
Affairs Officer

**Metropolitan Water
Reclamation District of
Greater Chicago**



Alan Heymann, Esq.
Chief of External Affairs

DC Water



Jeff Theerman
Senior Utility Consultant
Brown and Caldwell

**(Formerly ED for St. Louis
Metropolitan Sewer District)**

Today's Agenda

- Jeff – Experience w/ Social Media at MSD
- Alan – Secrets of Success w/ SM at DC Water
- Allison – Jumping In with Both Feet!
- David – Audience Q&A and Final Comments

Social Media: Meeting Your Customers Where they Are

Alan Heymann

Chief of External Affairs
District of Columbia Water
and Sewer Authority (DC Water)

NACWA Social Media & Clean Water Utilities Web Seminar
February 13, 2013



We are the nation's superheroes. Now is the time for water utilities to rise up from the shadows!

DC
indu
our

dc 
water is life®

The old model: **Utilities.**



Reactive.



Invisible.



Underground.

The old model: Customers.

Thinking
about us

when
something
is wrong



The old model: Tap water.

Municipal.



Not sexy.



Why is this a problem?

Because we provide an essential service that supports every job, business and life.

Meanwhile...

- Infrastructure is crumbling.
- Consumption is declining.
- Rates are increasing.
- Bottled water sales are at an all-time high.

(In 2011: 9.1 billion gallons, or four bottles a week for every man, woman and child)



Tap water is what connects us to our customers emotionally and physically.
At DC Water, we deliver it and sell it.



TapIt™



DCWATER.COM

At DC Water, we deliver tap water and sell it.



Local spring water from Saratoga Spring Water Co. to flow at 2013 presidential inauguration (WITH PHOTOS)



dc water is life
Office of the General Manager
DISTRICT OF COLUMBIA WATER AND SEWER AUTHORITY | 1000 OVERLOOK AVENUE, SW | WASHINGTON, DC 20002

August 23, 2012

The Honorable Charles E. Schumer
Chairman, Joint Congressional Committee on Inaugural Ceremonies
322 Hart Senate Office Building
Washington, D.C. 20510

Dear Senator Schumer,

I am writing to request that DC tap water be offered as a beverage option for the 57th Presidential Inauguration Ceremonies. In a recent announcement, you selected bottled Saratoga Spring Water for inaugural ceremonial events when local tap water is a clean and affordable option. We hope the Joint Congressional Committee on Inaugural Ceremonies will reconsider your selection of bottled water and instead support the nation's drinking water systems by choosing DC tap water.

The District of Columbia Water and Sewer Authority (DC Water) is proud to provide retail water and wastewater service to more than 600,000 residents and 16.6 million annual visitors of the nation's capital. Water authorities are tasked with a monumental responsibility—to provide life-sustaining water services on a 24/7/365 basis while protecting the environment, and doing it all with limited funding.

DC Water and utilities across the U.S. enable communities to confidently and reliably drink from their taps. DC tap water is a penny per gallon and bottled water costs 100 times more. As we face mounting challenges with aging infrastructure in need of replacement and repair, DC Water has committed \$3.8 billion over 10 years in capital investments for the delivery of clean tap water. Hundreds of water samples are tested each week throughout the District to ensure we meet public health standards set by Congress.

DC Water can provide assistance to your Committee in providing and promoting tap water during the inaugural ceremony. If you choose to provide costly, environmentally harmful bottled water, we encourage you to at least provide alternatives with a choice and also offer local DC tap water. We offer the following:

- Free reusable water bottles for members of Congress. Convenience is important and a reusable water bottle is a simple tool to demonstrate support for tap water and the environment.
- Free water quality testing in any congressional buildings, including taps and water fountains.

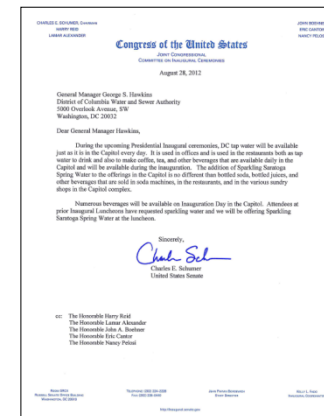
Please feel free to have a member of your staff contact me at (202) 787-2600 to make arrangements.

Sincerely,

George S. Hawkins, General Manager

CC:
The Honorable Lamar Alexander
The Honorable John Boehner
The Honorable Eric Cantor
The Honorable Nancy Pelosi
The Honorable Harry Reid

dcwater.com



“DC tap water will be available just as it is every day in the Capitol.”


DCWATER.COM

Tap water marketing is just one part of an expanded focus on interacting with our customers.

- Rebranding (June 2010)



... an expanded focus on interacting with our customers.



WARD 2 TOWN HALL MEETING


DISTRICT OF COLUMBIA WATER AND SEWER AUTHORITY | GEORGE S. HAWKINS, GENERAL MANAGER

Councilmember Jack Evans and DC Water General Manager George S. Hawkins are co-hosting a town hall meeting to talk about water projects and issues impacting your community.

- Water Rates
- Infrastructure
- Billing Issues
- Drinking Water
- Clean Rivers
- Job Opportunities


TUESDAY, MARCH 13, 2012 | 6:30-8:30 P.M.
School Without Walls (Common Area)
2130 G Street, NW

For more information, visit dcwater.com/rates or call the DC Water Office of External Affairs at (202) 787-2200.



JACK EVANS
COUNCILMEMBER
WARD TWO

water is life

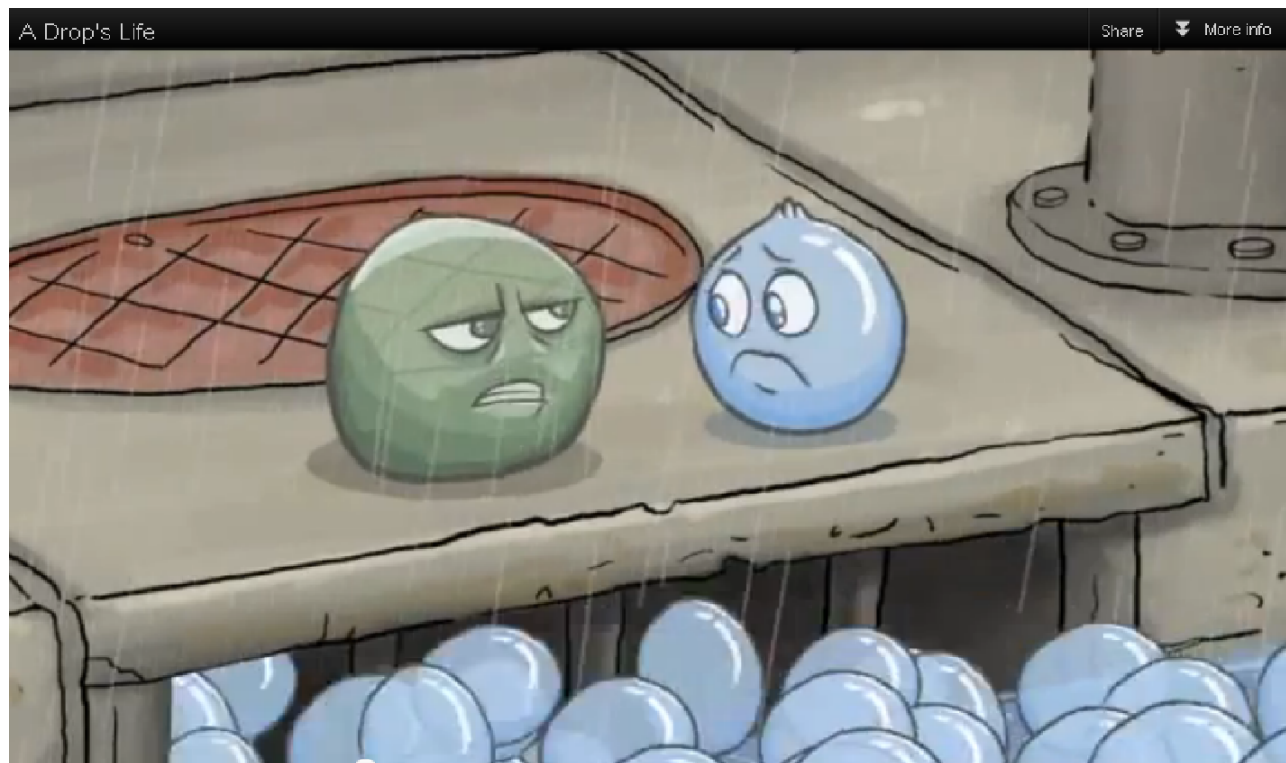
dc 
DCWATER.COM

... an expanded focus on interacting with our customers.

- Outreach in schools



... an expanded focus on interacting with our customers.



... an expanded focus on interacting with our customers.

- Social media





Twitter: By the Numbers

System	Followers	2010 Population	Handle
NYC Dept. of Environmental Protection	5,509	8,175,000	nycwater
LA Dept. of Water and Power	4,974	3,792,000	ladwp
Chicago Department of Water Management	0	2,695,000	N/A
City of Houston Water	0	2,099,000	N/A
Philadelphia Water	323	1,526,000	phillyh2o
City of Phoenix Water	493	1,446,000	phxwater
San Antonio Water System	1,933	1,327,000	mysaws
San Diego County Water Authority	64	1,307,000	sdacqua
Dallas Water Utility	0	1,198,000	N/A
San Jose Water Company	0	946,000	N/A
JEA (Jacksonville, Florida)	230	822,000	newsfromjea
Citizens Water (Indianapolis)	306	820,000	citizensenergy
SF Water Power Sewer	4,634	805,000	sfgwater
Austin	185	790,000	austinwater
Columbus, Ohio Public Utilities	0	787,000	N/A
Fort Worth Water Department	0	741,000	N/A
Charlotte-Mecklenburg Utilities	0	731,000	N/A
Detroit Water and Sewerage Department	0	714,000	N/A
El Paso Water Utilities	238	649,000	epwater
Memphis Light, Gas and Water	6,736	647,000	mlgw
Baltimore Bureau of Water and Wastewater	0	621,000	N/A
Boston Water and Sewer Commission	0	618,000	N/A
Seattle Public Utilities	844	609,000	seattlespu
DC Water	4,035	602,000	dcwater
Nashville Metro Water Services	0	601,000	N/A



Talking Twitter: Why is it Useful?

Another distribution channel for work zone alerts, press releases, etc.

Workzone update: 5743 26th Street NW
[http://www.dewater.com/workzones/listings/
workzone2539.cfm](http://www.dewater.com/workzones/listings/workzone2539.cfm)

Customers can report problems. With photos!

Here is a closeup of the loose sewer
@[dewater](#) in front of 1638 U street SE!
Update please-Thanks





Talking Twitter: Why is it Useful?



Adam Sulier

@absulier

 Follow

Something is bubbling up from underneath the pavement at 19th and F st NW. Someone might want to look into that. @dcwater

 Reply  Retweet  Favorite

5:35 PM - 21 Oct 12  from Washington, DC · [Embed this Tweet](#)



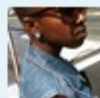
DC Water @dcwater

5h

@absulier We will. Thanks.

[Details](#)

Sometimes, people just complain...




MsCheedah A.A.


I can't stand how **DC water** treats my skin. Ughhhh! Feelings & Emotions: sad and dissatisfied.


20 May  Favorite  Retweet  Reply





Talking Twitter. We jump into conversations.

**Allison Rockey** @AllisonRockey 14 Oct
Anyone else noticed bad egg smell in DC water lately? Is there a sulfur problem?
Expand

**DC Water** @dcwater 14 Oct
[@AllisonRockey](#) Some info on our FAQ at bit.ly/KOBvgt or feel free to give us a call at 202-612-3400 anytime to discuss.
Expand

**Allison Rockey** @AllisonRockey 14 Oct
After I thought water smelled like rotten eggs and that we might have sulfur problem [@dcwater](#) reached out with FAQ and phone number. Nice.
Expand

**DC Water** @dcwater 14 Oct
[@AllisonRockey](#) Hey, happy to be of service!
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)
1:52 PM - 14 Oct 12 · Details

**Allison Rockey** @AllisonRockey 14 Oct
[@dcwater](#) thanks!
Expand



Talking Twitter: We have fun with our customers.

**DC Water** @dcwater 6m
Reminder: Don't flush your drugs! National Take-Back for unwanted meds is this weekend. dcwater.com/news/listings/...
Expand

**Elizabeth Lyttleton** @elizqueenmama 3m
[@dcwater](#) Hm. Perhaps "don't flush your meds" would have been a better way to put it?
Expand

**DC Water** @dcwater 3m
[@elizqueenmama](#) A fair point, but we don't want the other kind in the sewers either...
Expand

**Elizabeth Lyttleton** @elizqueenmama 2m
[@dcwater](#) ha! Well, yes, true :)
[Hide conversation](#) [Reply](#) [Retweet](#) [Favorite](#)

11:59 AM - 28 Sep 12 · Details

Connecting with customers costs money. Yet you can't afford not to do it!

DC Water External Affairs:

- Media relations
- Publications
- Community outreach
- Government relations
- 12 FTEs, \$2.2 million annually
- **13 cents on the average water bill!**



But...

(Yes, it's a big but.)

Connecting with customers is useless if your operations don't back up your press releases, tweets and fancy water drop mascot!



DC Water does the fundamentals...

- 618,000 residents
Some more notable than others
- 18 million workers and visitors
- 130,000 metered accounts
- 1,300 miles of water pipe
- 1,800 miles of sewer pipe
- World's largest advanced wastewater treatment plant
153 acres, 370 mgd



But fundamentals are only the beginning for an award-winning utility.

- August 5, 2011: Standard and Poor's lowers the U.S. Government's credit rating from AAA to AA+
- March 7, 2012: Standard and Poor's upgrades DC Water's credit rating to AA+ (senior) and AA (subordinate)

STANDARD
& POOR'S

Upgrading the system faster.

- Average age of water mains = 77 years
- Water main replacement rate was 1/3 percent/year
- Water main replacement rate is 1 percent/year
- National average is 1/2 percent/year.



The next big thing: waste to energy.

- Digester project will generate 13 MW.
- One third of plant's total energy use.
- First installation of thermal hydrolysis in North America.



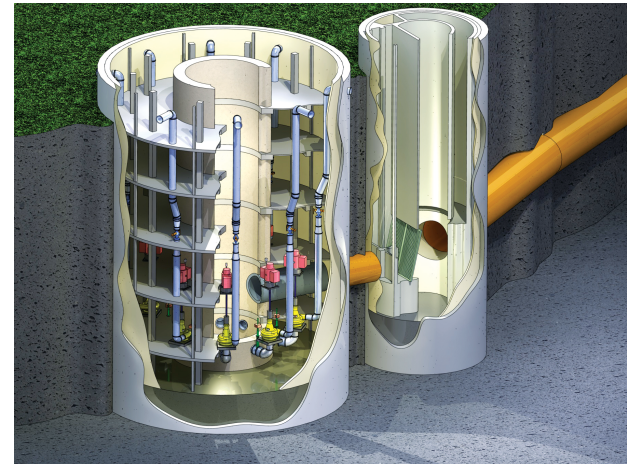
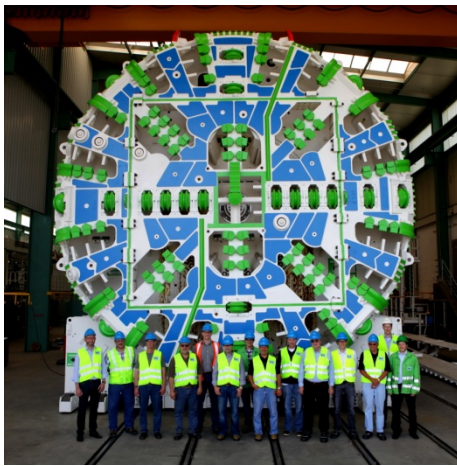
The next big thing: waste to energy.

- Largest installation of thermal hydrolysis in the world.
- Generates Class A biosolids – less and better!
- \$440 million project.
- Completion: 2014



The largest public works project since Metro.

- Clean Rivers = \$2.6 billion to reduce combined-sewer overflows to three waterways by 96 percent.
- First tunnel in progress. Runs 100 feet deep, 23 feet in diameter and 13 miles long.



But what if an all-tunnel solution isn't best?

- Green infrastructure pilot program aims to reduce or eliminate tunnels for later phases of project.
- Similar to programs EPA has already approved in other cities.
- Permanent on-surface features in neighborhoods, instead of invisible tunnels.





dcwater.com/cleanrivers

GREEN INFRASTRUCTURE PROJECT



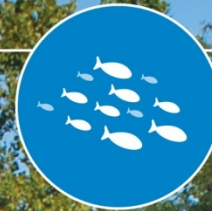
**GREEN
DC**



**CREATE
JOBS**



**BETTER
VALUE**



**CLEAN
RIVERS**

Pilot project – additional benefits.

- Could save money. Tunnel system will drive average water/ sewer bill over \$100 by decade's end.
- Neighborhood greening and visibility would be the newest, biggest way DC Water connects with its customers.





®

Questions?

Alan Heymann

Chief of External Affairs

District of Columbia Water and Sewer Authority (DC Water)

alan.heyman@dcwater.com
(202) 787-2616

We've Come a Long Way...



NACWA
Social Market Leadership
Web Seminar Series

2012 Dates: September 12, October 10,
November 7 & December 12

2013 Dates: January 9 and February 13

All Seminars are from 2:00 - 3:00 PM Eastern



NOURGROUP



@davidnour

City of Edmonds Website Maintenance



1. Source and History

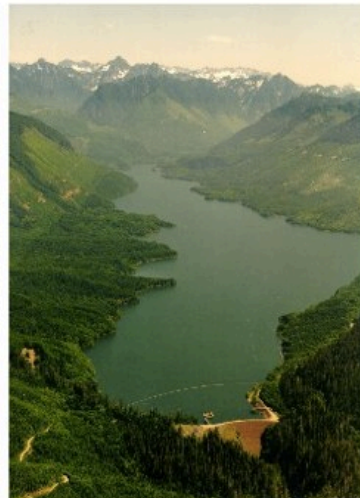
This is the first stop on the Tour

[Return to Map Page](#)

Move your mouse over these photos to identify details. If the pointer turns to a hand you can click to learn more about a specific area on the picture.

The City of Everett purchased the water rights to the Sultan River in 1915. The first earthen rock dam was built to 1,360 feet in 1965 and raised to 1,450 feet in 1983. The Spada Reservoir collects the rainfall and is the primary holding facility for the water before it is filtered and treated at the Water Filtration Plant. See if you can find the following areas by moving your mouse over the photos on this page.

- [Spada Reservoir](#)
- [Culmback Dam](#)
- [Overflow Drain](#)
- [Sultan River Watershed](#)
- [Cascade Mountain Range](#)
- [Sultan River](#)
- [Intake Structure](#)



Sultan River Watershed and Spada Reservoir



In 1983 the dam on the Sultan River was raised and the Filtration Plant was built to ensure the quality of the treated water would meet EPA standards for many years.

Drinking Water Source and Service Area

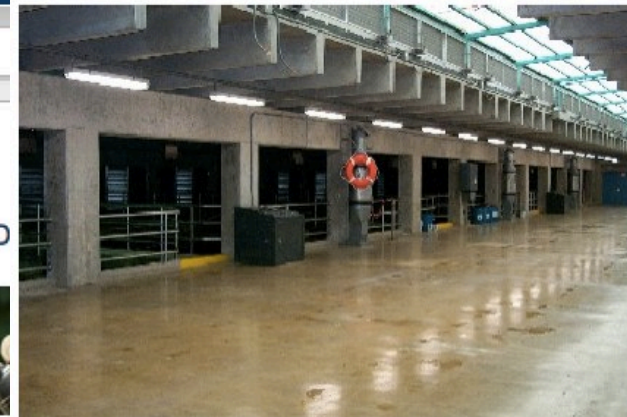


4. Filtration

This is the fourth stop on the Tour

[Return to Map Page](#)

Filtration is an important step in maintaining the quality of our drinking water.



There are eight filters. The filters are 40-feet wide, 40-feet long, and 17-feet deep with a total filter area of 1,530 square feet. The water is filtered through 52 inches of anthracite coal. Each piece of coal is less than 1/8-inch in diameter. One filter can process more than 700,000 gallons of water every hour.

co
su
be

When all the filters are working at the same time, a total of 120 million gallons of water can be filtered in a single day.

This picture shows an empty filter. You can see the right and left bays with a concrete trough running down the middle.



Interesting Facts and Information



Clean Water Utilities Active on Twitter

Spokesdrop, NEORSd (wallywaterdrop)

Bio Timeline Mentions Favorites



1,501 Followers 1,445 Following 6,994 Updates 52 Klout

Location Cleveland, Ohio

Bio Spokesdrop for folks who keep our Great Lake great: Northeast Ohio Regional Sewer District (Official: @neorsd) | Follows/RTs do not mean NEORSd endorsements

Twitter <http://twitter.com/wallywaterdrop>

Website <http://neorsd.org>

DC Water (dcwater)

Bio Timeline Mentions Favorites




3,326 Followers 280 Following 7,581 Updates 58 Klout

Location Washington DC

Bio We are DC Water. And water is life. Tweets not consistently monitored from 9 p.m. to 7 a.m. or on weekends. Please call 202-612-3400 for assistance after hours.

SAWS (MySAWS)

Bio Timeline Mentions Favorites



2,378 Followers 1,870 Following 5,654 Updates 62 Klout

Location San Antonio, Texas

Bio Refreshing ideas and water-licious tweets from San Antonio Water System, providing sustainable, affordable water services to more than one million consumers.

Twitter <http://twitter.com/MySAWS>

Website <http://www.saws.org>



SF Water Power Sewer

@SFWater

San Francisco Public Utilities Commission - Your awesome water, wastewater and municipal power agency!
San Francisco, CA · <http://sfwater.org>



1,361 TWEETS

2,063 FOLLOWING

4,981 FOLLOWERS



Ontario Clean Water Agency

321 followers

Follow

HOME

CAREERS

SERVICES

INSIGHTS



RECENT UPDATES

Ontario Clean Water Agency We are currently looking for an experienced, motivated and detail-oriented individual in our Eastern Region to provide delivery of corporate objectives and standards for OCWA's Occupational Health and Safety System, Quality and Environmental Management System and Emergency ... more

Welcome to Careers at OCWA!

ocwa.com • Why not be part of an organization with an exceptional group of individuals; team members who inspire each other every day to think and perform beyond expected boundaries. OCWA is a multi-skilled organization with over 700...

Like (1) • Comment • Share • 12 days ago

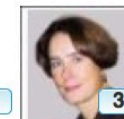


Tunnel Boring Machine, which has started its 18,000-foot journey

HOW YOU'RE CONNECTED



3rd



3rd



3rd



3rd

164 Employees on LinkedIn

See all ▶

PRODUCTS AND SERVICES



Operations and Maintenance

OCWA's core business is operating, maintaining, and managing water and...

See all ▶

PEOPLE ALSO VIEWED

Clean Water Utilities on Facebook

facebook 1 19 Search for people, places and things

• SACRAMENTO RIVER WATER TREATMENT PLANT •



City of Sacramento Department of Utilities

410 likes · 33 talking about this · 43 were here

Like Message

Government Organization
1395 35th Ave, Sacramento, CA.
(916) 808-5454

About

Photos


Likes **410**

Map

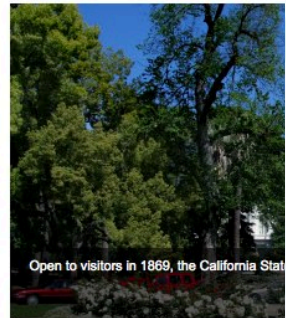
Events

Spare the Water SACRAMENTO


Internet Video & Wastewater Industry



Home | Gov



Open to visitors in 1869, the California State Capitol Building is a National Historic Landmark.




San Francisco Water Power Sewer
Services of the San Francisco Public Utilities Commission

Jobs | Contact Us | Calendar

Search...

CUSTOMER SERVICE | ENVIRONMENT | COMMUNITY | CONSTRUCTION | ABOUT US



Drop me off!

Don't let grease clog your sewers. Recycle your used cooking oil for conversion to biodiesel.

[Learn More](#)

My Account

[Pay Bill Online](#)

- Payment Options
- Past Due Accounts
- Open or Close Account
- Understanding Your Bill

Latest News and Events

How Did Your Favorite Restaurant Do?
View the inspection reports online.

CEO Selects Chief Financial Officer
Supervisors will review recommendation on Janus...

Brrrr - It's Cold Outside! Protect Your Pets
Give your pets a sheltered place to sleep off the cold...

2013 Waste Management & Recycling Survey
Downloading on line is easy and saves paper and...

Interested in Doing Business With Sacramento County
Register as a vendor online to get started.

Latest News

CONTRACTS AND BIDS
[PREQUALIFY NOW](#)
Construction & professional services contracts

ABOUT US
[JOBS](#)
Are you ready to work for SF Water Power Sewer? Great opportunities await.


NOTICE OF PUBLIC HEARING
[WSIP](#)
Revisions to WSIP to be considered at regular meeting on 1/22/2013

CUSTOMER SERVICE
[REPORT PROBLEMS](#)
Broken water main? Sewer odors? Report it here.

Latest Tweet

With our support, the Portola Garden Tour won the 2012 Best Green Community Project, awarded by the Neighborhood...
<http://t.co/J8u6cxrc>

Red Video



about our role in water quality. leos









Copyright © 2013 Clean Water Services - Disclaimer

Translation Disclaimer

Privacy Policy | Conditions of Use | Accessibility Policy

Copyright 2013 Sacramento County

Contact Us | Report a Problem | Website Help

5 Ways to Learn More...

1. Read *Return on Impact* Book!
2. Attend the Webinar Series consistently...
3. Subscribe to Monthly Newsletter
4. Return on Impact Group
5. Follow @davidnour





NOURGROUP[®]

David Nour
The Nour Group, Inc.

888-339-1333
NourGroup.com

