PUBLIC COMMUNICATIONS & OUTREACH

October 8 – 12, 2022
New Orleans, LA
The Ernest N. Morial Convention Center

Where the Water Communicators Come to Meet!

SUNDAY – OCT 9

• PCOC Meeting — 5:00 – 6:00 PM • Location 270

AGENDA:

• VSR Awardee Announcement
  Join us as we celebrate our 2022 Volunteer Service Recognition (VSR) award winner!

• Outgoing Chair Recognition
  Help us thank Michael Quamme (2020 – 2022) for his past two years of service as PCOC Chair.

• Member Engagement Transformation (MET)
  We have some new and exciting positions open in PCOC!

• And back by popular demand, we have games!!!

MONDAY – OCT 10

• Learning Exchange — 1:30 – 3:00 PM • Location 348 - 349

Best Practices in Community Outreach and Engagement
Unlike traditional sessions with rows of seats, learning exchanges are a candid and informal means for sharing knowledge. With speakers seated at round tables, attendees are allowed to move freely around the room and engage with as many speakers/topics as they wish. No power points, no presentations, just conversation.

• Technical Session — 3:30 – 5:00 PM • Location 336

Non-traditional Stakeholder Coordination For Public Engagement
• Reducing Reliance On Imported Water, One Home At A Time: Yucaipa Valley Water District’s Dual-Plumbed Community
• The Value of Corporate Sponsorship, From Youngsters To Seniors: Innovative Public Engagement in Water and Wastewater Services
• P3 Doesn’t Mean “Privatization”: How To Communicate This To Rate Payers
  Speakers: Michelle Robinson (Dialogue PR), Michelle Stom (Tampa Bay Water), Madeline Blua and Jennifer Ares (Yucaipa Valley Water District), Matthew Rihs (Government Services Group) and Stephen Spratt (Florida Governmental Utility Authority)

#NOPCOCFOMO PHOTO CONTEST IS BACK!
It’s easy — just take a picture and use the #NOPCOCFOMO on LinkedIn, Facebook, or Instagram for a chance to win a prize!

JOIN PCOC
Meetings held first Tuesday every month from 1:00 to 2:00 PM EST
**TUESDAY - OCT 11**

- Technical Session — 3:30 – 5:00 PM • Location 345

**Communicating the Importance of Biosolids with the Public (Interactive session)**
- WEF Biosolids Toolkit
- Residuals Biosolids Sludge: A Curriculum Infusion For Secondary Teachers
- Communicating Biosolids: How to Boost Public Support by Working With the Press & Social Media

*Speakers:* Samantha Villegas and Matthew Wittern (Raftelis), Mike McGill (WaterPIO), and Dr. Phil Kane

- Public Education Awards — 5:00 – 5:45 PM • Location Great Hall B, Main Stage

**WEF Awards Celebration & Presidential Ceremony**

Come recognize WEF members for their significant accomplishments in promoting public awareness and the understanding of water environment issues through the development and implementation of outreach, education and/or communication programs.

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**WEDNESDAY - OCT 12**

- Networking — 11:00 AM – 12:00 PM • Location Exhibit Hall, Hall H, Booth 6639 (The Studio/WEFTEC Live)

**Public Communications Meetup**

Bring your business cards! Come ready to connect, learn, and grow your professional communications network.

- Technical Session — 3:30 – 5:00 PM • Location 244

**Rates, Complaints, and Floodgates: Examples of Successful Stakeholder Engagement**

- Don’t Sell Your Rate Communications Short! How One Utility Built an Award-Winning Awareness Campaign to Talk about Rate Adjustments
- Approaching Zero Complaints: Successful Public Engagement Strategies For High Impact Construction Projects
- Developing The High Water Line Project: A WEF Student Chapter Community Building Pilot

*Speakers:* Marci Davis (Jacobs), Tara Bettale (HDR), Rudy Archuleta (City of Westminster), Kahao Lim and Evan Heronemus

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**WEF CHARITIES OF CHOICE**

Be sure to stop by Booth 3957 (near the Operations Challenge) to meet our three Charities of Choice and find out how you can support or join.

- Operators Without Borders
- Engineers Without Borders
- Global Water Stewardship