

Engaging the Public

Town of Groton WPCF's Outreach
Program

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Today's Goals

- Demonstrate why an outreach program has value.
- Provide some outreach ideas that may work for you in your community.

Why Engage the Public?

- Protection of Assets
- Support for Capital Funding or Rate Increases
- Protection of the Environment
- Protection of the Users
- General Education
- Attract the Next Generation of Industry Professionals
- To Share your Vision and Plan

Welcome to the WPCF

- Irregular Rate Increases
- Deferred Maintenance
- Citizens did not know we existed
- Elected officials had no idea where we were located or what we did
- Confusion with other local utilities
- WPCA without much responsibility
- Off the beaten path





Some Popular Outreach Tools

- Social Media
- Tours / Field Trips
- Open Houses
- Visits to Schools
- Interns
- Community Day Events
- Public Access Television

Social Media

flushable?
think again...

What not to flush:

- Baby wipes & moist wipes
- Vitamins & medicines
- Facial tissues
- Diapers

GROTON
PUBLIC WORKS
Water Pollution
Control



toilets are not
trash bins

Tours/Field Trips



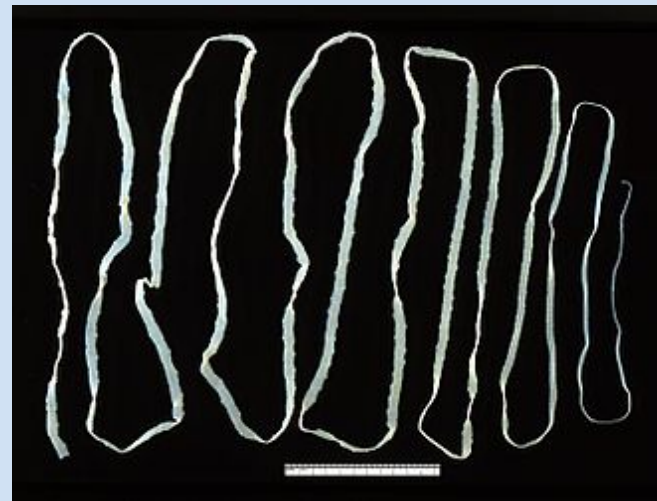
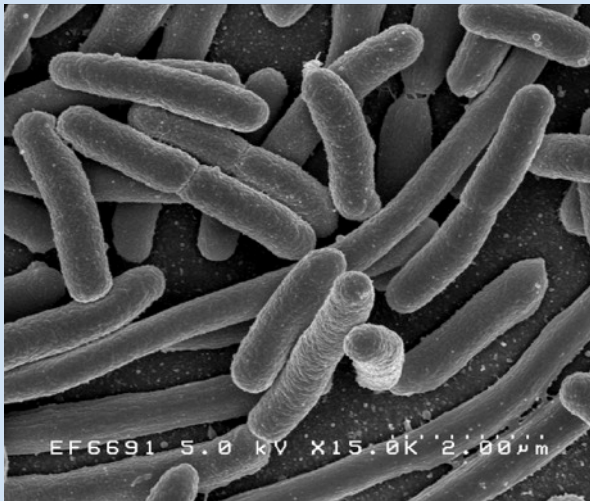
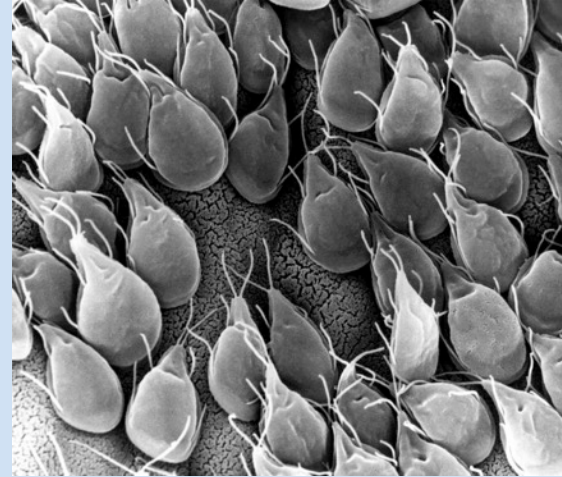
A Few Favorite Slides from School Presentations

- Connecticut Middle School Curriculum contains units on water resources
- Home Rhode Island Middle School unit on cultural issues and environmental stewardship

Why shouldn't you drink untreated water?



It may look clean, but John Snow knows otherwise...



Why can't you flush or pour just anything down the drain?



FATBERG!!!!



The “Jar” Test

- Good for kids (and adults)
- Two jars, toilet paper, non-flushable wipes and water.
- Fill both jars, insert TP in one, Wipe in the other.
- Volunteers shake until the contents is obviously fragmented.

Interns – Local Technical HS



Community Days

- Send people and equipment
 - Camera Trailer
 - Jet Truck

Public Hearings

- Always use your opportunity to invite, inform and educate.

Public Access Television

The screenshot shows a YouTube video player with the following details:

- Video Title:** Welcome to Groton - Town of Groton Water Pollution Control Facility
- Channel:** Groton Municipal Television
- Views:** 192 views
- Published:** Sep 15, 2016
- Description:** Welcome to Groton Host Carol Pratt speaks with Chris Lund, Assistant Director of Public Works for the Town of Groton, about the role and history of the Water Pollution Control Facility (WPCF) in the town. In addition, Carol takes a tour of the facility operations with Mike Salvatore, Acting Chief Operator of the WPCF. For more information on the Town of Groton Water Pollution Control Facility, please visit

The video player interface includes a search bar, a list of related videos on the right, and a Windows taskbar at the bottom showing the time as 3:40 PM on 5/29/2018.

Remember: The camera adds weight and subtracts hair!

https://www.youtube.com/watch?v=g80Uao_gTEQ&list=PLp4s6RQGCh5tCkyH5PJvZlW8rmmVMxh&index=1

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YouTube Search Sign In

Welcome to Groton
Groton Municipal Television · 14/17 videos

- Welcome to Groton - Famous Groton Ships: Minnesota and Dakota
- Welcome to Groton - Fall Festival 2016
- Welcome to Groton - Town of Groton Water Pollution Control Facility
- Welcome to Groton - Thames River Heritage Park and Water Taxi
- Welcome to Groton - Aviation Day at Groton NL Airport and CT Sub Century
- Welcome to Groton - Groton-New London Ferry Boats

Welcome to Groton - Town of Groton Water Pollution Control Facility

Groton Municipal Television

192 views

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TORNADO HITS GROTON CONNECTICUT
mondix ram
40,777 views

Welcome to Groton - Fall Festival 2016
Groton Municipal Television
42 views

Groton Town Council
Groton Town Council C.O.W. - 5/16/18

3:41 PM
5/29/2018

Your Best Outreach Tool

- Your staff



Conclusions

- Outreach does not take a lot of effort.
- Consider it a regular part of your job (put the public in public works or public servant)
- Find what works for you and your staff.
- Multiple approaches will reach multiple audiences.
- Make it fun!