



Leveraging Partnerships to Create Stellar Public Outreach Campaigns

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Communications Evolution in Saco



Strategic Communications & Partnerships

What are the benefits?

- Builds trust and credibility
- Supports quality customer service
- Creates an informed and educated community
- Promotes an understanding of city/utility operations
- Encourages citizen engagement and participation
- Helps create and achieve common goals

Strategic Partnerships

A Saco Case Study

Strategic
Communications
Plan

Educational
Video
Campaign

Third-Party
Validation of
Need

Stakeholder
Group
Formed

Stakeholders
Engaged in
Project Selection

Educational
Campaign
Launched

Involved
Community
Leaders

Outreach
Tool Kit
Developed

Message Development

What is it? How does it work? How do you know what's going on locally?

Message Development

2023



Purpose

Why are you communicating information?



Audience

Who are you communicating with?
What are they interested in?



Medium

Which platform is best for this content?



Clear & Concise

Clear and Concise Statements that are understandable for all your target audiences.



Meaningful

Make sure it is meaningful, informational, and valuable.



Call to Action

What do you want them to do with this information?

Staying in the Loop

- Get Involved with Appropriate Committees
- Follow Local Groups on Social Media
- Form a Relationship with your Media Partners
- Open Lines of Communication with Stakeholders
- Set-up Google Alerts
- Survey your Users

Video Storytelling

Best practices and benefits

Best Practices & Considerations

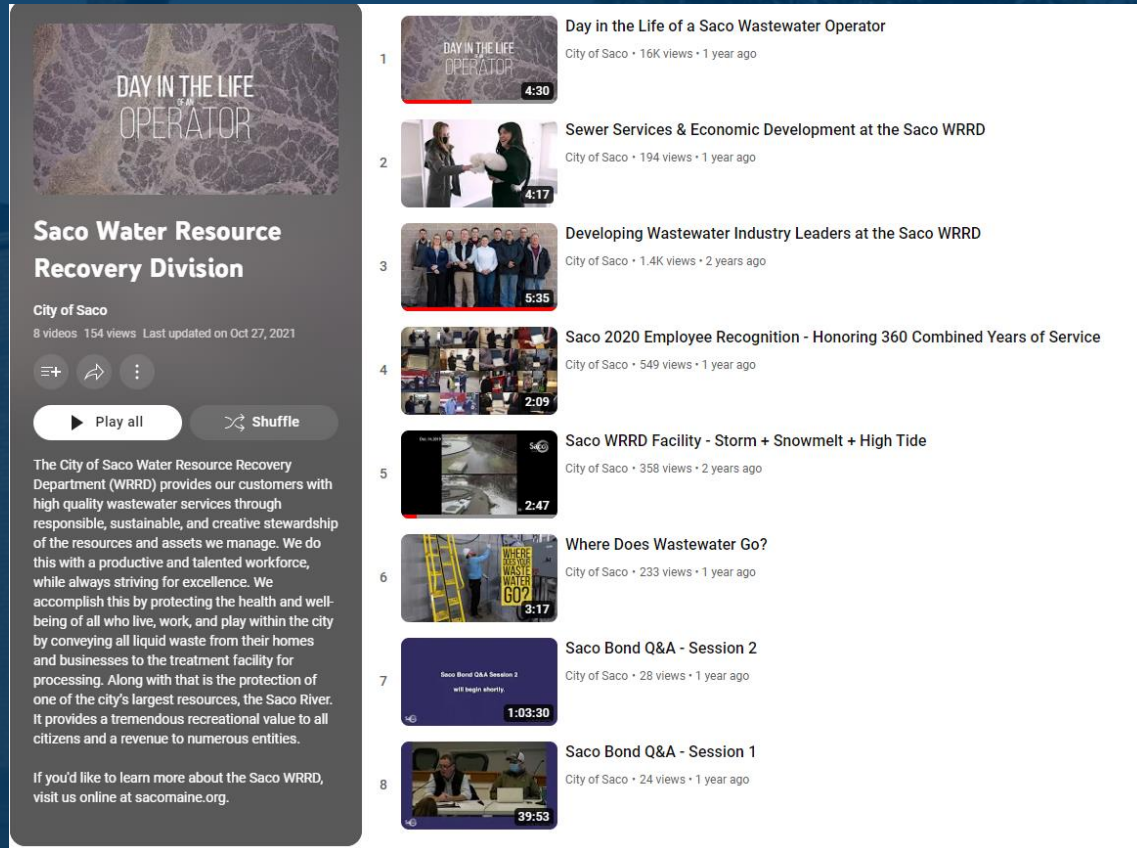
Five Best Practices

- Understand your audience
 - Focus the key message
 - Use emotional triggers
 - Be mindful of length
 - Be relatable
-

Platform Considerations

- Budget
- Frequency
- Archives/Social Media Manager
- Where is my audience?
 - Surveys are helpful tools!
 - Social analytics

Compelling Video Storytelling



DAY IN THE LIFE OF AN OPERATOR

Saco Water Resource Recovery Division

City of Saco
8 videos · 154 views · Last updated on Oct 27, 2021

Play all Shuffle

The City of Saco Water Resource Recovery Department (WRRD) provides our customers with high quality wastewater services through responsible, sustainable, and creative stewardship of the resources and assets we manage. We do this with a productive and talented workforce, while always striving for excellence. We accomplish this by protecting the health and well-being of all who live, work, and play within the city by conveying all liquid waste from their homes and businesses to the treatment facility for processing. Along with that is the protection of one of the city's largest resources, the Saco River. It provides a tremendous recreational value to all citizens and a revenue to numerous entities.

If you'd like to learn more about the Saco WRRD, visit us online at sacomaine.org.

- 1 **Day in the Life of a Saco Wastewater Operator**
City of Saco · 16K views · 1 year ago · 4:30
- 2 **Sewer Services & Economic Development at the Saco WRRD**
City of Saco · 194 views · 1 year ago · 4:17
- 3 **Developing Wastewater Industry Leaders at the Saco WRRD**
City of Saco · 1.4K views · 2 years ago · 5:35
- 4 **Saco 2020 Employee Recognition - Honoring 360 Combined Years of Service**
City of Saco · 549 views · 1 year ago · 2:09
- 5 **Saco WRRD Facility - Storm + Snowmelt + High Tide**
City of Saco · 358 views · 2 years ago · 2:47
- 6 **Where Does Wastewater Go?**
City of Saco · 233 views · 1 year ago · 3:17
- 7 **Saco Bond Q&A - Session 2**
City of Saco · 28 views · 1 year ago · 1:03:30
- 8 **Saco Bond Q&A - Session 1**
City of Saco · 24 views · 1 year ago · 39:53

- Outline Goal and Purpose
- Understand the Audience
- Create a Narrative, Script, or Storyboard
- Select a Medium or Platform
- Film and Edit your video



<https://www.youtube.com/@CityofSacoTV>



Community Engagement Considerations

Planning Principles in Community Outreach

Community Engagement Principles

Go Where the People Are

- Community meetings and events
- Sharing the message
- Ask specific questions
- Thirty seconds, 3 points

Stakeholder Engagement

- Process
- Collaboration
- Communication
- Transparency

Stakeholder Engagement Questions

Ask . . .

- What does the general person know or not know about your project?
- What does the general person know about wastewater services?
- If you could make one point about what you do or what you're working on, what would it be?

Consider . . .

- How do you engage your users in long-term investment decisions?
- How do you create a set of shared community priorities?
- How to you integrate the community needs into project goals?

| Think Outside the Box . . .

Are there People who Don't
Know About the Project?

Think outside your usual
social circles!

- Regional organizations
- Chambers of Commerce
- Businesses
- Residents on septic systems
- Opportunity to talk about what you do . . .

Case Study: Saco's Project

WRRD Upgrade
Over the Years

2019

- Climate Adaptation Plan
- Significant Facility Flooding

2020

- Coastal Resiliency Committee
- EPA Partnership

2021

- Long Term Facility Plan & EPA Study
- Passed Local Bond Question

2022

- 30% Engineering Design
- Approved SRF Loan

2023

- \$10 Million in Earmark & Principal Loan Forgiveness



“Communication works for
those who work at it.”

-John Powell, Film Composer

Questions?

If you think of questions later, email us!

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THANK YOU!

