



2017 Drinking Water Quality Report Overview and Focus Questions

Prepared for: Water Systems Advisory Committee Meeting 2.14.18

OVERALL GOALS

- Meeting EPA, Safe Drinking Water Act, Conservation reporting requirements.
- Educating, reporting water quality information.
- Highlighting uniqueness, accomplishments, partnerships and leadership of SPU's water system/ programs.
- Providing transparency and increasing trust/confidence in utility/government.
- Ensuring equity in language, literacy, etc.

AUDIENCE

- The brochure is mailed to all SPU Customers and posted on SPU's website.

REPORT

- Similar "template" to 2016 report, implementing new theme and refreshing content, photos and graphics.
- Focus on required print version but explore steps toward interactive, online version
- Similar size – could produce minimally larger size and add pages (last year 16 pages, consider 20) for additional content.
- Same paper type.

KEY MESSAGES/THEMES

- These themes will be refined and finalized after additional discussions with SPU leadership and key staff.
 - **Community-Centered Utility:** SPU partners with our customers/community to ensure quality water today and into the future. We all need to work together to ensure our water remains high quality, accessible and affordable.
 - **Exceptional Quality:** excellence today and into the future – our watersheds, our treatment process, the quality of water that's delivered to our customers.
 - **Our Water Future:** focus on actions SPU takes for sustainable and innovative water management in the face of challenges like climate change and population growth.

DRILL-DOWN (PLANNED OR POSSIBLE REPORT FEATURES)

- (All required language)
- Message from GM Mami Hara: Introduce overall theme: great water, partnering with community to ensure future quality/access
- Watershed profiles (include watershed tour coupon), LAF Status
- Treatment flow chart: what happens to the water before it gets to your tap?
- Community Partnerships: profiles of/quotes from community partners, families, organizations; what can you (the customer) do and how can we (SPU) help; SPU customer programs (ex: toilet rebates); Mayor message?
- Conservation: why conserve, tips, 2017 stats
- Water System Planning: how do we plan? Why do we plan? How can you (the customer) help?

FOCUS QUESTIONS

- What are your initial thoughts on overall theme options? Are there themes you'd like to see that are not listed and/or haven't been addressed in past reports?
- What are your thoughts on the planned/possible report features? Are there areas you'd like to see us "drill-down" on that are not on the list?
- There is likely room in this report to highlight the Water System Plan and encourage readers to review/provide feedback. Where do you see this fitting in to the report? What would make you want to go online, find the WSP, and take the time to read it?
- Though it may not happen this year, we would like to begin considering interactive opportunities for this report. What pieces of the report would you find more engaging/informative if they were interactive? What would this look like? (Creative ideas welcome!)
- *If we have time:* As we make strides towards becoming a more community-centered utility, there is a need to get out into the community and share this report with groups who may not otherwise read or understand it (non-English speaking communities; new transplants to Seattle; millennials and others who get all their information online). What are your ideas for reaching these communities and sharing the most important water quality messages with them?