



**Brunswick-Glynn County Joint Water and Sewer Commission
1703 Gloucester Street, Brunswick, GA 31520
Tuesday, February 28, 2017 2:00 PM
Commission Meeting Room**

PUBLIC INFORMATION & CUSTOMER RELATIONS COMMITTEE AGENDA

Committee Members: **Commissioner Steve Copeland, Chairman**
 Commissioner Robert Bowen
 Commissioner Cornell Harvey
 Executive Director Jimmy Junkin
 Public Information Officer Jay Sellers

PUBLIC COMMENT PERIOD

Public Comments will be limited to 3 minutes per speaker. Comments are to be limited to relevant information regarding your position and should avoid being repetitious. Individuals should sign in stating your name, address and the subject matter on which you wish to speak. Your cooperation in this process will be greatly appreciated

DISCUSSION:

- 1. Vision for Public Information and Customer Relations of the JWSC – J. Sellers**
- 2. Standards of Practice – J. Sellers**
- 3. Effective Community Engagement – J. Sellers**

DIRECTOR'S UPDATE

MEETING ADJOURNED



Brunswick-Glynn County Joint Water & Sewer Commission
1703 Gloucester Street, Brunswick, GA 31520
Commission Meeting Room
Tuesday, February 28, 2017 at 2:00 PM

PUBLIC INFORMATION & CUSTOMER SERVICE
COMMITTEE MINUTES

PRESENT: Steve Copeland, Chairman
Cornell Harvey, Commissioner
Donald Elliot, Commissioner
Jimmy Junkin, Executive Director
Jay Sellers, Public Information Officer

ABSENT: Robert Bowen, Commissioner

ALSO PRESENT: John Donaghy, Chief Financial Officer

Chairman Copeland called the meeting to order at 2:06 PM.

PUBLIC COMMENT PERIOD

There being no citizens that wished to address the Committee, Chairman Copeland closed the Public Comment Period.

DISCUSSION:

1. Vision for Public Information and Customer Relations of the BGJWSC – J. Sellers /J. Junkin
Jay advised that the current mission statement was last written in 2005, prior to the formation of the organization of the BGJWSC in 2008. He noted that we have been operating under that mission statement, but it has not been well publicized within the organization and that we have not been specifically referring to that in our day to day operations and indicating that this is “exactly what we are doing”. Jay added that Mr. Junkin had held a small meeting to discuss the mission statement and a revision of it. Mr. Junkin began this discussion with the mission statement specific to the Public Information and Customer Relations Committee and the key message that the committee is trying to communicate to the public in the bigger picture. One message is that we are the lifeblood in the community with respect to the maintaining of the system. If it is not maintained, then the quality of life of our community goes down, and economic opportunities go down. He noted the question of how do we get our message out to the community and make sure that citizens understand the significance of the water utility, its role in the community, and its value to the community. Mr. Junkin then shared the rough draft of the mission statement for the committee. “The BGJWSC safely provides quality drinking water and environmentally responsible sanitary sewer service to the residents and businesses of Glynn County and the City of Brunswick at reasonable rates while meeting or exceeding associated regulatory requirements.” He then followed up with the vision of how we see that mission occurring and being executed. “The vision is to be deemed best in class amongst our peer utilities.” He explained the term “best in class” as meaning that we cannot be compared to the very large communities such as Atlanta or

those that have many more (in magnitude) capabilities and resources to provide greater and more services within their water & sewer utilities. BGJWSC can only be compared to water utilities in similar sized communities. The expectations for “best in class” would include the example that when similar sized utilities are resolving issues and problem they might look to BGJWSC to discover what we have done to resolve our issues, and then make contact with our staff as a resource to gain help from to figure out what is going on and solving issues. Mr. Junkin then discussed 8 core principles to help us achieve the vision and mission. (1.) Achieve the mission objectives for the utility with the implementation of the BGJWSC business plan which utilizes key attributes effectively managing utilities and incorporates programs designed to improve short and long term utility performance. (2.) Demonstrate leadership in service delivery and customer service. (3.) Develop the benchmarks and metrics to compare peer utilities and measure interim performance while continuously striving for improvement throughout the utility. (4.) Adhere to the regulatory requirements to protect citizens and the environment. (5.) Provide open and honest and timely communication and information impacting BGJWSC stakeholders. (6.) Maintain a safe working situation for all BGJWSC employees. (7.) Achieve a sustainable business financial model to perform the mission and strategic business plan. (8.) Through a comprehensive and systematic asset management program promote and extend infrastructure life cycles with the end result being a stabilization of rates, lower operating costs and efficient reliable service for our customer base.

2. Standards of Practice – J. Sellers

Jay Sellers moved the discussion to the standards of practice starting with the core values of the Public Information Office and questions the standards should answer. (1.) How does our message enforce public health transparency, sustainability and resiliency? (2.) What is the least amount of data that can be used to communicate information that can lead to supporting both our decision making and that of our ratepayers? – The goal of this question being to not inundate the public with such a great amount of information that they have to sift through it to discover the important points, and to provide just the exact amount of information to give a clear and concise understanding to the public without overwhelming them. Further discussions concerned the suggested responsibility of this committee providing the infrastructure for effective public information and customer relations with monitoring by the committee; engaging customer relations and measures on how satisfied the customers are that we are doing the right thing and communicating correctly; communicating with a diverse community and being aware of how they stay connected with our communications; and, piecing together a plan on how to get our message out and figuring out how effectively the customers are receiving it. It was suggested that obtaining an outside resource to assist in developing a program of ways of communicating with the public and being able to measure the effectiveness of our communications with the public. Commissioner Harvey commented that we should figure out which direction JWSC should go in; have outside firms make proposals; focus on how we are going to collect data and measure it as we collect it; and then evaluate it and determine how efficient we are at getting the word out. Mr. Junkin added that key performance indicators should be used internally, and then there should also be those that are strictly customer driven such as system issues and response time of which are examples of things that are a measure of a level of service to the community so that we can determine where we need to continuously improve. Chairman Copeland indicated that he sees a vision as there being one main place for dissemination of information so the community will know where they can go to obtain that information. Jay Sellers indicated that the BGJWSC website is currently used as our main source of communication, and when our website is updated, that feed automatically goes to Facebook and also Twitter. Jay commented that there is a link on our website where the public can subscribe to be automatically notified on their e-mail of updates to our website (specific categories of updates to their choosing).

3. Effective Community Engagement – J. Sellers

Jay Sellers presented and displayed the BGJWSC website and showed the manner of updates and where the public can go to subscribe for notification of updates. He also showed the Facebook updates associated. Discussion continued to public use of the website and our using the website and

communicating with the community. It was suggested that the committee needs to define what a program should look like and talk to some other utilities and or other public relations groups who have defined this for other utilities. Mr. Junkin indicated that Jay had already been in contact with Atlanta and began gathering contacts and having conversations with outside sources. It was commented that we need to become more routine with communicating with the community. Communications during Hurricane Matthew and how many public views there were on Facebook for updates on the storm and our services was discussed. Jay also added that he watches the public chat rooms on Facebook to check for the public conversation and communications to be aware when there are miscommunications about BGJWSC and the services.

Chairman Copeland asked if there was agreement that two specific work products for the next meeting would be the Standards of Practice and what an effective community engagement program looks like. Commissioner Elliott also indicated that there could be communication to the national programs.

The final three deliverables for drafting and discussion on the follow-up monthly meeting were: (1.) A statement of (SOP) Standard of Practice for items that the Commission handles (i.e. the boil water advisories, etc.), (2.) an effective community engagement program, and (3.) a presentation to demonstrate the value of the Commission to the county, the value of the water & sewer system to the state, and the value of the water & sewer system to the nation.

Executive Director Update


Mr. Junkin commented that long term, BGJWSC needs to be making an effort to gain community awareness and understanding of our value to the community.

Meeting was adjourned at 3:25 pm.



Steve Copeland, Chairman

Attest:



Janice Meredith,
Exec. Commission Administrator

Public Information & Customer Relations Standards of Practice



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1. Executive Summary

Public affairs, public communications, public education, and public relations are in some ways distinct terms used to describe the same functions of disseminating to the local stakeholders all of the pertinent facts that they need in a timely manner to make informed decisions that can affect the quality of their lives. Though these terms may be used interchangeably at some times and vary greatly at other times, they can effectively be used synonymously here *if and only if* there's an understanding that the Public Information Officer (PIO) cannot be confused with a journalist, whose primary function is to sell the news, or a marketer, whose primary function is to package the news in an appealing form. The BGJWSC PIO will at times be tasked to satisfy all of these roles but their primary responsibility is to present information related to the management and daily operations of the BGJWSC to encourage transparency and develop a relationship with the public.

For a PIO, education is the primary objective. If the PIO is a teacher, who are the students? The PIO will have daily interactions with staff at all levels, the general public, rate payers, representatives from other partner agencies, elected officials, and the media. The educational goal will be met when the information can be delivered quickly, accurately, and completely with as little bias as possible.

2. Core Values

- How does our message enforce public health, transparency, sustainability and resiliency?
 - Provide safe and sufficient drinking water
 - Maintain environmentally responsible wastewater treatment
 - Support planned growth of BGJWSC in the community
 - Provide public records for citizens
 - Meet or exceed all regulatory requirements
 - Maintain a relationship with the public
 - Collaborate with the public on projects
- What is the least amount of data that can be used to communicate information that can lead to supporting both our decision making and that of our rate payers?
 - Provide the public with sufficient data in order to gain support and make decisions
- How can that information be presented in such a way that it can easily be understood without a degree in finance or civil engineering?
 - Produce non-specialized information for the public to view and understand
- How can information be presented in the timeliest manner using the most appropriate methods?
 - Inform the public through the use of social media
 - Produce PSA's for the public
 - Maintain BGJWSC website
- What quality of life issues can be met by the BGJWSC?
 - Physical Health
 - Education
 - Environment

3. Background and Research

3.1. Local Public Education Network

- Build relationships with the following:
 - City of Brunswick PIO
 - Glynn County PIO
 - Glynn County Emergency Response

- Brunswick Emergency Response
- Local Media
- FLETC
- Join Local, State and National Special Interest Groups
 - National Information Officers Association (NIOA)
 - Water Research Foundation (WRF)
- Pursue Certification and Training of Staff
- Communicate and Partner with those Who Teach Public Affairs at CCGA or other local colleges?
 - Dr. Heather Farley
 - Susan Mullis

3.2. Utility Comparison

What organizations have a similar structure to the JWSC? List ten or more utilities that operate independently from county or city government and thus have their own public information responsibilities. You may need to communicate with state environmental protection division staff to get a list.

- MWA – Macon Water Authority
- Buford/Hilton Head
- Mt. Pleasant
- Cape Fear
- Virginia Beach
- Charleston
- Myrtle Beach
- Camden Water & Sewer
- Etc.

3.3. Gap Analysis

- List examples of specific efforts and techniques used by similar agencies as seen on their website.
- Communicate with the PIO from each agency (via email or phone) and seek answers for the following questions:
 - What have been the most successful and consistent methods used to engage members of your community and your stakeholders/ratepayers? What are the least successful methods?
 - What level of engagement do you have with your customers via social media?
 - Does your organization have a formally adopted social media policy?
 - How often do you have planned town hall meetings for open discussion with your rate payers?

4. Target Audience

Identify target audiences and estimate count by each group. Are there specific messages that would need to be relayed to each group?

- Residents/Customers/Rate Payers
- Builders
- Realtors
- Non-English speaking

- Tourists
- Students

Contact 10 members of each group (via email or phone) and ...develop survey to be answered.

5. Partner Organizations and Agencies

- EPA WaterSense
- One Hundred Miles: <http://www.onehundredmiles.org>
- Altamaha River Keeper
- WEF: <http://www.WEF.org>
- Media (list)
- All local agencies (list)
- AWWA
- GRWA
- GWWI
- Water Research Foundation: <http://www.waterrf.org/Pages/Index3.aspx>

6. Outreach - Public Education Opportunities

6.1. Getting the Pulse of the Community

How can we maintain an understanding of the “pulse” of the community and where do we need to remain plugged in to make that happen?

Moderate the Narrative: Be present in those places where the JWSC story is told. Influence the influencers. It's not about control; it's about conversation.

Most Glynn County meetings are publicized on their community calendar:

<https://www.glynncounty.org/calendar.aspx?IngCalendarID=14>

Local Agency Meetings:

- Island Planning Commission –
 - Meet at 6PM on the third Tuesday of each month in room 108 of the Casino Building on SSI
 - <https://www.glynncounty.org/847/Islands-Planning-Commission>
- Mainland Planning Commission –
 - Meet at 6PM on the first Tuesday of each month in the Board of Commissioners meeting room at the Glynn County Historic Courthouse 701 G St
 - <https://www.glynncounty.org/846/Mainland-Planning-Commission>
- City Commission Meetings –
 - Meet at 6PM on the first and third Wednesday of each month at Old City Hall, 1229 Newcastle St.
 - Meetings are posted on YouTube (https://www.youtube.com/results?search_query=brunswick+city+commission)
 - <http://www.brunswickga.org/commission-meeting.html>
- County Commission Meetings –
 - Meet at 6PM on the first and third Thursday of each month at the Glynn County Historic Courthouse 701 G St
 - <http://glynncounty.org/76/Board-of-Commissioners>

- Chamber of Commerce
 - Meet at third Wednesday of each month at 8:30 at the Chamber Board Room 1505 Richmond St Second Floor
 - <http://www.brunswickgoldenisleschamber.com/>
- Rotary Club of the Golden Isles –
 - Meet from 7:30 am to 8:30 am every Wednesday at the Southeast Georgia Health System, Brunswick Campus, 2415 Parkwood Dr
 - <https://www.facebook.com/RotaryClubofGlynn/>
- Rotary Club of St. Simons –
 - Meet each Tuesday at 12:30PM at the Sea Palms Conference Center
 - <http://www.ssirotary.org/newweb/index.php>
- Brunswick Lions Club
 - Meet on the second Tuesday of each month at Ole Times Restaurant, 665 Scranton Rd, Brunswick at 6:30PM
 - <http://www.brunswicklionsclub.org/>
- Golden Isles Lions Club
 - <http://e-clubhouse.org/sites/goldenisles/>
- Altamaha River Keeper
 - <http://www.altamahariverkeeper.org/>
- Brunswick & Glynn County Development Authority
 - Meet on the fourth Monday of each month at 10:00am
 - <http://georgiasgoldenopportunity.com/>
- Georgia Ports Authority
- Chatham EMA
- Glynn County Board of Education
- Exchange Club
- Board of Realtors
- CCGA Board of Trustees
 - <https://www2.ccg.edu/Advancement/Foundation/new/mission.asp>
- Downtown Development Authority
 - 2nd Friday at 8am at Old City Hall, 1229 Newcastle St
 - <http://www.discoverbrunswick.com/downtown-development.html>
- First Friday
- Hospital/big users ?

Local Publications:

- The News
 - <http://goldenisles.news/>
- The Islander
 - <http://www.theislanderonline.com/>
- Coastal Illustrated
 - <http://www.coastalillustrated.com/>
- Florida Times-Union
 - Contact: Terry Dickson
 - <http://jacksonville.com/>

Local News Media:

- AM 1440/Straight Talk – Scott Ryfun
- Joe Willie Sousa – Golden Isles Broadcasting

Largest challenge with keeping the pulse will be synthesizing what is usable vs. what is noise.

6.2. Videos and Other Distributable Media

Develop videos and other distributable media to cover the follow topics:

- What is FOG?
- What is a WPCP?
- What is CCCP/Backflow Prevention?
- What's the difference between storm water and sanitary sewer wastewater?
- Is fluoride added to our water system?
- What is GIS?
- What are compelling individual stories that we can showcase?
- What damage can roots do to a sewer line?
- What is Automated Meter Reading?
- What is Sewer System Smoke Testing?
- What is a Water Main Break?
- What is I&I?
- What is a boil water advisory?
- What is SCADA?
- Create "Ask the Director" section on website to respond to questions.

6.3. Presentations

Presentations can be prepared for opportunities at the following:

- school science classes
- climate change conference
- CCGA
- Coastal Pines
- Brunswick Job Corps
- Check with Emmitt
- Table at DNR Coastfest
- Brunswick Rockin' Stewbilee <http://www.stewbilee.com/>
- First Friday
- Job Fairs
- Kingfish Tournament
- Check with Chamber
- Tent at Relay for Life
- Cars in the Christmas parade

7. Inreach - Staff Education Opportunities

What materials and videos, etc., can be distributed via the intranet?

- Training videos
- Policy topics
- Safety topics
- Equipment list

What training, outside of job specific certifications, can be required to make every staff member more effective?

- FEMA Courses

Post safety, HR and other policy topics to intranet with quiz/survey to confirm understanding.

7.1. Gauging Staff Effectiveness and Morale

Develop methodology...

8. Public Service Announcement Types

8.1. FAQ –

- Response to a specific question asked by a customer
- Posted weekly to the website and cross-posted to Facebook and Twitter

8.2. FYI –

- General education about the water and sewer process and systems
- Posted weekly to the website and cross-posted to Facebook and Twitter

8.3. General News

- Holiday office closures
- Award and updates on projects
- Background information on new commissioners (post info on previous as well)

8.4. Meeting Agendas

- Public Notices or Agendas for each commission and committee meeting
- Posted to the website every two weeks or as needed

8.5. Meeting Minutes

- Approved minutes following commission meetings
- Posted to the website every two weeks or as needed

8.6. Road Closure – Emergency (No Ad)

- No website post required if...
 - There is no service outage
 - Work will be completed in one shift
 - Traffic control is present
 - Non-arterial roadway (neighborhood streets where detour is easily available)
 - Banner on top of website may be posted
- Website post required if...
 - There is a service outage (see ‘Service Outage – Emergency’ section below)
 - Work will require multiple shifts or 24 hour periods

- Traffic control will not be present
- Roadway is arterial, such as a highway or major state road (i.e. 341, 17, Spur) or closure will cause significant congestion or emergency services delay
- Media may also need to be contacted, depending on the situation

8.7. Road Closure – Scheduled Non-Emergency –

8.7.1. Full/All Lanes

- Five day ad required in all cases
- Website post required in all cases and must be put up on previous business day
- Arterial roadway may require DOT permit and electronic signage in advance

8.7.2. Single Lane

- No ad or website post required if...
 - Work will be completed in one shift
 - Traffic control is present
 - Non-arterial roadway (neighborhood streets where detour is available)
- Ad and website post required if...
 - Work will require multiple shifts or 24 hour periods
 - Traffic control will not be present
 - Roadway is arterial, such as a highway or major state road (i.e. 341, 17, Spur)
 - Ad must be run for five days
 - Website post must be put up on previous business day

8.8. Service Outage - Emergency

- Any public service outage that will affect only one customer requires notifying that customer, if present at the premise
- Any public service outage that will affect more than one customer for more than 30 minutes and up to 24 hours will require:
 1. Posting a Service Outage detail to the website (will notify all subscribers)
 2. Cross-posting the detail to Facebook (Auto)
 3. Cross-posting the detail to Twitter (Auto)
 4. Updating the Top Bar notification banner on the website with a link to the post
- Any public service outage that will affect more than one hundred customers for more than 24 hours will require:
 1. Steps 1-5 above plus...
 2. (To Be Developed) Contacting Glynn County EMA for CodeRED automated announcement, GCEMA website post and emergency radio station message
 3. Contacting local radio stations for on-air message
 4. Contacting Glynn County PIO for message on cable channel 99
 5. Contacting Dish Network for message on local channel
 6. Contacting DirecTV for message on local channel
- Any private service outage that will affect only the tenants of a privately owned system, though connected to public service conveyance, will not require public notification by the BGJWSC.

8.9. Service Outage - Scheduled Non-Emergency

- Unless approved in advance by the Executive Director, all scheduled outages must be performed after regular business hours

- Any public service outage that will affect only one customer requires notifying that customer in advance to schedule an appropriate time for the repair
- Any public service outage affecting more than one customer scheduled in advance due to repair or new construction by the BGJWSC or a contractor working for the BGJWSC will require:
 1. Running an announcement for five days prior to start of work
 2. Posting a Service Outage detail to the website one business day prior to work starting
 3. Cross-posting the detail to Facebook (Auto)
 4. Cross-posting the detail to Twitter (Auto)
- Any private service outage that will affect only the tenants of a privately owned system, though connected to public service conveyance, will not require public notification by the BGJWSC

8.10. Boil Water Advisory Guidelines

In accordance with U.S. EPA and Georgia EPD guidelines, a boil water advisory (BWA) will be required in response to any service outage where the system pressure has dropped below 20 psi for any length of time.

In the event that emergency repairs or planned construction to the water system require isolation of pressurized water, the following guidelines will be followed:

- Contact will be made to the appropriate member of the Georgia EPD staff to seek guidance.
- For systems that are isolated to 36 points of connection or less:
 - Notice of the BWA will be delivered to the point of use via door knob notice.
 - Once the all-clear has been given by our Water Production personnel, notice will then be delivered to the point of use via door knob notice.
- For systems that are over 36 points of connection:
 - Notice of the BWA will be posted to website, sent to print and radio media, and posted to social media.
 - Once the all-clear has been given by our Water Production personnel, notice will be posted to website, sent to print and radio media, and posted to social media.
- Certified test results will then be mailed to EPD staff.

Systems that include schools, hospitals, or other high profile facilities may, at the discretion of the Executive Director, require two days of testing for the all-clear to be issued.

8.11. Staff Spotlight

- Posts highlighting staff achievements
- Posted to the website as needed and cross-posted to Facebook and Twitter

8.12. General Notification Notes

Notifications for private projects (not funded by the BGJWSC) on private systems (even if connected to public service conveyance) to be run in print publications must be paid for and run by the contractor or customer. Property owners are encouraged to notify all tenants in writing and run an ad in a local print publication for five days prior to the start of work. No website post or ad will be made by the BGJWSC for private system repairs or construction.

Notifications run for public projects funded by the BGJWSC must be written by the contractor and approved by the BGJWSC before posting to local print publication. The ad will be paid for by the BGJWSC, unless otherwise stated in the contract.

Notifications run for public projects funded by Glynn County or City of Brunswick must be written by the contractor (or other agency) and approved by the BGJWSC before posting to local print publication. The ad must be paid for by the contractor (or other agency), unless otherwise stated in the contract.

Disconnects affecting food service and child care establishments require notice to Glynn County/Georgia State Environmental Health.

8.13. Social Media Guidelines

- Create quality content to post on social media sites regularly
 - Facebook
 - Instagram
 - Twitter
- Provide useful information to the public through the use of social media
- Engage with citizens that may ask questions or comment on posts
- Select social media based on type of post
- Keep a professional online appearance
- All post should be relevant to BGJWSC topics
- Use social media to improve public relations
- Promote growth of website visits

9. Public Dissemination of Information in an Emergency

Unless situations warrant delegation of communication responsibilities to another party, such as the City Manager, County Administrator or the Public Information Officer of a partner agency, the BGJWSC retains the responsibility for all communications related to the health and welfare of its customers, as well as those within the fire suppression service area.

10. PR Budget Items

- Chamber ad
- printed materials
- Merch
- Contracted video production
- Equipment needed for in-house production
- Website updates
- Internships
- Training/education
- IT expenses
- Adobe Creative Cloud seats