




Buckman Direct Diversion

A joint regional project of the City of Santa Fe and Santa Fe County to build a reliable and sustainable water supply.

Memo

Date: September 22, 2014
To: BDD Board of Directors
From: Bernardine R. Padilla 
Subject: BDD Quarterly Update on Public Relations and Marketing Update

ITEM AND ISSUE: Quarterly Update on Public Relations and the Public Relations and Outreach Plan Overview

BACKGROUND AND SUMMARY:

We are developing and growing our public relations outreach through a variety of avenues and efforts. The on-board training through June by PK Public Relations, BDD Management, guidance from Laurie Trevizo, Caryn Gross, Rick Carpenter at City Conservation, and Joseph Abeyta- SF City Media Manager, the awareness, participation, growth, and idea implementation.

We have taken the PR plan that was developed by PK Public Relations and tailored it to the needs of the BDD's outreach and PR efforts.

The BDD staff has been encouraged to voice their perspective and ideas regarding marketing efforts for the BDD, and encouraged to participate in outreach events. Marketing begins from the inside out, and the BDD staff are our best ambassadors when promoting the great achievements and best practices at BDD. Our staff takes pride in their work and we welcome the opportunity to showcase the facility through tours, events, discussions and community involvement.





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September 22, 2014

Attachment to October PR Memo

BDD OUTREACH HIGHLIGHTS

VIP tours: Senator Tom Wirth, Matt Miller (Senator Tom Udall's office), a Texas constituent group (Commissioner Anaya), Texas A&M Graduate Student, Water Operators Short School, PUC Board, Las Campanas.

Events: Booster Station 2A Solar Array ribbon cutting, Century Bike Ride water tank marketing opp, Community Days, Kids Water Fiesta.

Media: Solar Array article in New Mexican and Journal North, KSWV broadcasts. BDD Website is updated weekly and PR Coordinator is learning WordPress administrative program.

BDD Logo, Slogan, PMS Colors: The BDD logo has been updated with the removal of the word "Project" from the logo indicating the project construction completion. PMS colors for the logo have been determined and graphic standards are being implemented going forward so that the logo and colors will not be compromised nor misrepresented in any print formats. The official BDD slogan is: *From the Rio to the Tap! Providing water today for Santa Fe's tomorrow* -to be used on future communications and PR.

PR Plan: The BDD PR Plan has been developed which will guide and assist in the continuous growth of marketing the BDD facility. We are currently addressing the development of the BDD Mission, Vision and Values to guide us in our successful daily operations.

Promotional Items: Initial promotional items being distributed to generate brand awareness and association with BDD water treatment. Promo items are shared with tour groups, VIPs, key contacts, school tours and at community events. Two BDD vinyl event banners created. Tablecloth and banners for events will be ordered.

Key Meetings: Elan, Evolve Media, Joe Abeyta – Virtual Tour (Target audiences: Website, schools-educational, staff training, VIP and key constituents, community groups). The Fall and Winter period will focus on more public outreach with educational and relationship-building efforts in the community with the County, Santa Fe organizations and SFPS (Lisa Randall, SFPS Energy & Water Conservation Mgr.)



Public Relations and Marketing Events Calendar 2014*

March

Tour: SF Prep & Seattle Jr. high (River Source Rich Shrader)

March 25

April

Event: SF Children's Water Fiesta

April 16-17

PR Plan, Training & Promos: Lynn Komer- PK Public Relations, SFC Conservation team

Employee orientation, defensive driving course, employee individual safety trainings

May

Tour: Texas A&M Grad Students

May 2

Solar Array Event Plan - Karen P.-Positive Energy, Lynn Komer

May 2

SF Community Days (Shannon)

May 10

Training/Tour: Short School (Host site)

May 20

Meeting: Drone video footage plant -Jonathan Tercero)

May 29

BDD overview on-board Training - Rick C., Lynn K.

Meeting: SF City graphic artist on brochure, logo - Gilbert Martinez

Promotional items ordering, logo recreation/PMS color

Event: Century Bike; Banners created, water tank use coord. for riders (Berni) May 17

Updated BDD Tour forms for BDDDB packets (Kyle Harwood)

June

Event: Solar Array Ribbon cutting coord. (press release, E-vite, talking points, posters) June 19

All promo items received

KSWV Radio participation (Shannon, Berni)

June 26

July

KSWV Radio participation (Randy)

July 17

Disaster Social Media Training Emergency Mgmt (Berni)

July 30

Virtual Tour Meetings – ongoing through Fall

August

PUC Meeting & Tour onsite

August 6

Chama Peak Watershed Tour

August 6

KSWV Radio participation (Randy)

August 7

NPDES Permit renewal received - website

August 15

PR Plan Final and promo item review

September

NPDES Permit Facility 5 year Certification begins

Sept. 1

Las Campanas Tour

Sept. 8

UNM Student Sustainability Program Tour; OK on filming by BDD

Sept. 26

Meeting: Lisa Randall SFPS Energy, Water Conservation Mgr, SFPS

no date yet

Tour/Mtg. Chris Sanchez: Children & Youth Commission opportunities

Sept. 19

Tour/Mtg. Terrie Rodriguez Children & Youth Commission

no date yet

BDD Plant & Diversion filming- Joe Abeyta

Sept 25-26

October – Upcoming

AWAA Rocky Mountain Training Host Site

October 7-8

Conci Bokum Tour

October 14

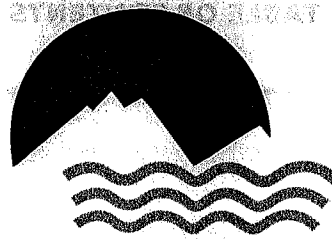
SFPS Environmental Sciences Class Tour & Experiment

October 17

SW Membranes Operators Assoc., Training Host Site

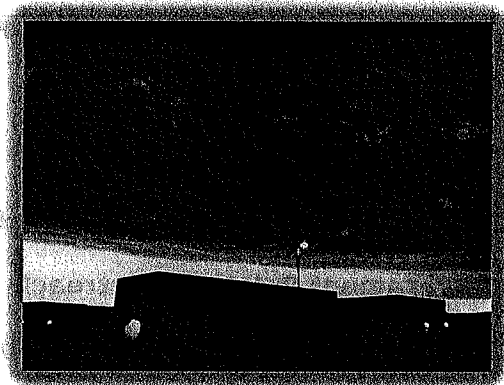
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*subject to change and additions



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Public Relations and Outreach Plan



From the Rio to the Tap
Providing water today for Santa Fe's tomorrow.



Bddproject.org

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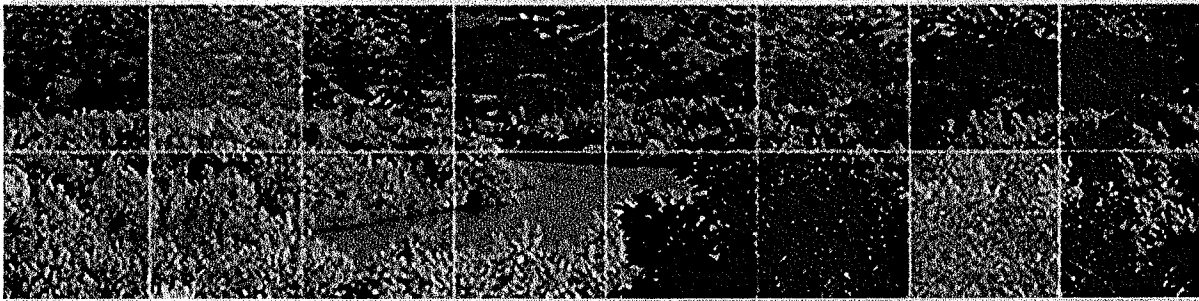
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The Buckman Direct Diversion Public Relations and Outreach Plan Overview

SUMMARY

The Buckman Direct Diversion (BDD) Project has been successfully operating and producing high quality drinking water since January of 2011 for Santa Fe City and Santa Fe County. Public Relations and community outreach have been a central strategic component during the design-build and commissioning phases of the project. Previous public relations focused on proactively communicating and maintaining strategic community partnerships with customers and key stakeholders. The BDD Board instructed BDD management to develop the public relations and outreach plan for greater positive public awareness, and community perception and participation.

The BDD was created to provide a fourth alternative of safe drinking water for the Santa Fe community as the aquifers and reservoirs became depleted. The efficient and consistent delivery of safe water is our main focus. We are diligent on many fronts to protect the quality of the water we process from the Rio Grande and ensure our community's finished drinking water is safe. The BDD staff, and PR communications will ensure that the messages shared to the community will reiterate our confidence that we produce safe, great tasting drinking water, provide high quality treatment processes, are environmentally conscientious, are leaders in treatment technology and will always be forthright in our communications.

BDD public relations shall attain public support by creating positive relationships by keeping lines of communication open with local media and stakeholders through continued transparency.

The BDD Board expressed strong interest in supporting community-based education in all aspects of water treatment careers. Public education and outreach using effective tools and programs, guided by a detailed outreach strategy, will pique the public's interest and positively shape public perception on our systems and water quality. Moving forward, BDD public relations efforts shall continue to build and encourage efficient program models for students of varying ages. By creating a strong outreach foundation and creating confidence and trust in the quality of our outreach programs, we expect to promote consistent collaboration and increased awareness locally and regionally.

The BDD Public Relations Plan shall provide a framework to involve the community and provide direction and opportunities to educate decision makers about water sources and delivery methods important to them. Positive awareness will encourage positive support for future infrastructure projects. It assures taxpayers and elected officials that funding is wisely spent, attracts positive attention from the media and increases employee morale.

Goals & Objectives

Goals

1. Advancing Planned Projects & Navigating Emerging Issues

BDD public relations efforts look to seize opportunities and overcome challenges in order to develop positive relations with customers, community leaders, special interest groups, the media, and key partners and organizations. The BDD PR efforts will assist with advancing planned projects, as well as navigating unforeseen, emerging issues from the community or political conditions.

2. Increase Awareness About Public's Connection to Water Issues

The BDD outreach strategy shall communicate with the BDD's stakeholders and increase public awareness showing connections between water supply sources, water quality, water delivery, environmental sustainable practices, and the role the BDD plays in regional water issues.

The BDD can be a key avenue to educate stakeholders on unique water issues affecting New Mexico and Santa Fe's water supply sources, and how the BDD, the public and conservation entities can work together to protect our water resources to ensure an adequate and safe water supply to meet future demands.

Education and outreach programs shall inform our key audiences about various water resources topics ensuring our commitment to protecting public health and promoting collaboration and awareness on water resources issues.

3. Serve as a Leader in Sustainability/Environmental Leadership (Stewardship)

Public relations efforts shall build awareness and position the BDD as recognized experts in water resource management, environmental leadership (stewardship) and in sustainable energy. Research found 91% of respondents to a national survey said it was very important for a water utility to be an environmental leader. A majority of residents who think their utility is an environmental leader are willing to pay for initiatives by the utility to protect the environment.

4. Investing in Community-based Environmental Science Career Paths

The BDD is committed to investing in all levels of youth education. Teachers, youth leaders, and water treatment staff can help youth gain interests in water related job opportunities in our community. The BDD is a key resource that can empower students through our educational partnerships to take interest in a variety of career paths, such as environmental sciences, engineering, safety or mechanical interests, to name a few. We can support community job and education pipeline efforts to bridge Santa Fe's water treatment workforce gaps.

5. Serve as a Water Resource and Delivery Management Demonstration Model

The design, building and commissioning of the BDD required significant public and private collaboration and partnerships. The BDD is a key demonstration water treatment model for

other New Mexico communities to emulate, which showcases exemplary water resource and delivery management strategies and best practices.

Objectives

To create measurable short and long-term outreach strategies to successfully achieve the plan's goals:

1. Establish a prioritized strategic community outreach framework for both short and long-term implementation.
2. Build awareness and appreciation in the public view, that BDD is a valuable and vital resource for the community's water treatment and delivery system by using successful, appropriate communication tools.
3. Align with the operating strategic goals, annual budget and Emergency Response plans.
4. Participate in select, identified community events that provide messaging and outreach specific to the goals of the BDD.
5. Coordinate and develop targeted partnerships with key public and private entities to maximize visibility of the BDD and its messages.
6. Gain the support of customers, political entities and various key stakeholders to enable the BDD to successfully implement future projects.

Realistic Implementation and Flexibility

Due to variable and limited staffing resources, and budget availability, the public relations plan shall be a prioritized with a phased-in implementation process and should operate on a realistic time frame and schedule.

Strategy

Core Messages

To be effective, messaging must be consistent and frequently repeated. The public relations and outreach plan shall communicate important consistent key messages about the BDD in written and visual communication and marketing materials and address unique needs of multiple audiences and situations. Messages shall be transparent and shall avoid technical jargon when appropriate.

Ensuring Cohesive and Proactive Messaging- Speaking with One Voice

Board

The BDD is jointly owned and operated by the City of Santa Fe and Santa Fe County. While the City currently serves as the Project Manager as established since 2011, to the extent possible, it is important that messages be developed with as a single voice representing the Buckman Direct Diversion plant or the BDD Board, and not as statements reflecting solely City or County policy positions.

Staff

The BDD Manager, Public Relations Coordinator and other key departments and staff should coordinate all messages in response to community or constituent inquiries such as: news releases, public reports, collateral marketing materials related to water quality, drought response, environmental sustainability, regionalization, etc. This coordination shall ensure

consistent messaging, compliance with legal agreements as well as avoid technical jargon and personal opinion statements.

Additionally, issues that could be reported publically or involve key partners, including planned or unplanned audits, reports to regulators or key government oversight partners, public inquiries, media inquiries, specialized tours, etc. should be coordinated with the BDD Facility Manager, the Chief Operator and Public Relations Coordinator to identify and seize positive partnership or communication opportunities.

Branding & Tagline - Increasing Trust, Support, and Investment

Successful branding builds automatic recognition, trust, support and loyalty among the public or target audiences, and instills a consistent identity, loyalty and consumer comfort, specifically in our utilities' operations. Brand awareness increases as multiple communications, recognition of our BDD logo and community presence are used to reinforce the same messages.

The BDD logo was approved by the Board nearly a decade ago and is now becoming familiar and well recognized.

The logo has been updated to, **Buckman Direct Diversion** without the word "Project", indicating the "project phase" of the construction is completed. A BDD tagline, or slogan, has been determined and will be used on all appropriate forms of communications going forward. It is a 2 part slogan—the main tagline, plus a sub tagline, where we can use both or separate tags as necessary on the website, on marketing materials, brochures, the virtual tour, or any other communications, written or verbal.

The BDD logo and tagline:



From the Rio to the Tap

Providing water today for Santa Fe's tomorrow.

Graphic design standards will be followed for consistent quality branding for use in approved public forums, partnerships, website usage and both internal and external communications.

Approved BDD logos may be used on report documentation, marketing materials or corporate wear by BDD, BDD Board or Public Utilities management. The BDD Logo shall be used for event sponsorship with consent of the PR Coordinator, Facility Manager or Public Utilities Director, and shall not be misrepresented in any way. Only BDD accepted logo colors may be used with the BDD logo for replication.

Message Development – Communication Framework

Developing a list of issues and key messages in an appropriate communication framework ensures consistency and provides timely media, customer or constituency inquiry responses. Messages shall be clear, concise and accurate. Communications will include relatable examples and comparisons with limited use of industry jargon. The content messaging will be used as the foundation for any required communications.

Develop a communication framework that includes these key messages and factual supporting data as necessary.

1. Water Quality – Providing Safe Water to Protect Public Health

- Dispel misconceptions about water quality.
- Effectively and repeatedly explain the BDD Water Treatment Process.
- Effectively explain how, when and who formulates drinking water standards.
- Provide transparent and timely water quality reporting in an understandable user-friendly format through the Compliance and water testing staff.

2. Water Resources – Sources of Supply and Delivery Methods

- The BDD can work together with Conservation and the public to protect our water resources and ensure an adequate and safe water supply to meet future demands.
- Water supply reliability
- Long-term drought and climate change planning
- Fire Suppression
- Catastrophic Events (Fire, Flooding and Other)

3. Environmental Leadership (Stewardship)

- Promote awareness of the BDD's environmental leadership.
- Promote awareness about the balance between the BDD's responsibilities to provide safe and reliable water services and to protect the environment.
- Collaborate with other organizations to support environmental initiatives, specifically City and County initiatives.
- Practice sustainable management to balance needs of water demand and the environment.

4. Expertise & Leader in Water Resource Management & Service Delivery

- Build awareness and position the BDD as recognized experts.
- Promote the BDD as a demonstration model for regional parties interested in the future of all low moisture, dry desert geographic areas in the Southwest. (Texas A&M and Aamodt example)

5. Supporting & Investing in Education

- The BDD supports community-based environmental science career pathways through educational partnerships and initiatives at the primary, secondary and vocational levels.
- The BDD is committed to investing in youth education, from primary and secondary educational levels, vocational training, university and professional education at undergraduate and post-graduate levels, and can partner with schools to encourage related career paths.

Emerging or Trending Issues – Proactive Communication Approach

Taking a proactive message development approach to emerging and trending issues allows the BDD to plan and respond quickly to issues that can easily create misconceptions or inaccurate statements of fact by third parties.

The following issues have been identified as emerging issues requiring development of key messages, including supporting facts or data, aligned with the communication framework.

- Memorandum of Understanding (MOU) between LANL and BDD (Water Quality)
- Habitat Restoration (Environmental Stewardship)
- Aamodt or Pojoaque Valley Regional Water Project (Demonstration Model for Supply Management)
- Extreme Drought Carryover (Water Supply)
- Wastewater Treatment (Water Supply and Water Quality)
- Regionalization and Agency Selection Process
- Emergency Response to Flooding, Fire or other Natural Catastrophe (Water Supply, Water Quality)
- Eldorado Construction of Pipelines for Wholesale Delivery

Crisis Communication

A crisis being any situation that threatens the integrity or reputation of the BDD, that attracts adverse or negative media attention to the BDD, (legal dispute, theft, accident, vandalism, fire, flood, homeland security breach, delay or non-delivery of wholesale water due to uncontrolled circumstances, contamination of raw water supply, water quality issues, sabotage, chemical spill or manmade disaster). Inability to respond in a timely manner or appropriately to a media or public request may also create a crisis situation.

- A basic crisis communication plan should be developed to dovetail the Emergency Response plan. The PR Coordinator can work with the City's Emergency Manager and BDD Safety and Training Coordinator to create a comprehensive plan.

Target Audiences

The most effective and efficient strategies to achieve education and outreach goals focus on communication efforts to community leaders, stakeholder groups and other local organizations. Stakeholders are identified as:

- **BDD Customers**
- **City and County Staff**
- **Elementary, Secondary and College Students**
- **County Water System Associations (50)**
- **Industry**
- **Environmental, Civic and Community Leaders and Partners**
- **Members of Community Planning Groups**
- **Elected Officials at all Levels of Government**
- **Media Representatives**
- **Special Interest Groups**

The public has varying levels of background knowledge. The BDD should take targeted approaches on various communications to effectively reach all audiences at varying levels of understanding and education.

- **Segment Key Audiences as Decision-Makers, Regulators, and Governmental Partners to identify and craft key messages for each audience.**

Establish an email list database by audience segment to provide another avenue of communication.

Email List

An electronic stakeholder list can provide one and two-way communications for both general updates and critical just-in-time information. An existing 900+ stakeholder list should be revised and updated with key segmented audiences including:

- **City and County Staff**
- **Regulatory & Government Partners**
- **Elementary, Secondary and College Education Contacts**
- **County Water System Associations (50)**
- **Environmental, Civic and Community Leaders and Partners**
- **Members of Community Planning Groups**
- **Elected Officials at all Levels of Government**
- **Media Representatives**
- **Special Interest Groups**

Outreach Activities

A variety of outreach activities and informational materials are necessary to ensure prospective audiences are familiar with our efforts. Partnering with agencies, non-governmental organizations, water districts, member organizations, and other stakeholders is a cost-effective method to stretch staff availability at events and share BDD materials.

Informational Tools

Delivering the Message – Flexible Communication Toolkit

Informational materials shall be developed as tools to explain and disseminate information about the BDD. The materials shall be tailored to the interests of multiple audiences and made available in both print and electronic versions. The informational materials can be posted on

the website and available at presentations, tours, community events and all other outreach activities.

Fact Sheets & FAQs – Message Development

Detailed Fact Sheets & FAQs will provide clear and consistent messaging for the following communication framework topics as identified in the goals section.

- **Water Service and Delivery** - including sources of supply, resource management, water treatment and delivery (river to tap).
- **Water Quality** - including treatment process, LANL pollution protective strategies, personal care products, and water quality standards.
- **Sustainability & Environmental Leadership** – including solar, environmental mitigation, and green building (LEED Certification-demonstrating exemplary energy and water efficiencies).
- **Connecting Environmental Science to BDD Operations** – including an overview of educational opportunities available, such as tours, classroom opportunities and curriculum available from WaterWorks partners and the EPA.
- **BDD As Demonstration Model** – Design-Build Institute of American Design-Build for Innovation award, and Good Housekeep Max D. Summerlot Award for excellence in water system operations, maintenance, management, safety and professionalism.

Brochures

Easy-to-understand brochures shall be developed to provide description of the BDD. Messages and schematics shall include the role the BDD plays in Santa Fe's water supply, water purification and distribution processes, and to clarify any misconceptions. The brochures shall be made available at events, tours, County and City offices, libraries, community centers or recreational centers.

Tour Handouts & Presentations

BDD Tours and educational outreach are highly effective for highlighting expertise in water resource management, water quality protection and demonstration model for environmental and sustainability leadership and environmental science education.

Handouts, maps, treatment schematics and other items shall be created and updated to meet varying levels of background knowledge, including age-appropriate and more technical and substantive message needs.

Website

The ability of staff to direct inquiries to the website as the primary source for information provides efficient consumer support and outreach efforts.

The website shall be updated to reflect current operating status, not "project phase" status, and shall include all appropriate informational tools for download, including tour handouts, media kits, brochures, presentations and virtual tours.

Timely website postings of all agendas, meeting minutes, recommendations and draft reports provide the public with easy access to information.

Information Card to Increase Email and Stakeholder List

Interest, request or information cards can be developed to allow audiences to provide contact information, indicate level of interest and request type and can be used to build and update the

electronic stakeholder list for future electronic communications, such as newsletters, FaceBook, Twitter and other social media platforms.

Media Kit

An electronic and downloadable media kit shall be made available on the website to provide the media with public interest facts, figures and information for use in news stories, blogs and articles. The fact sheets can be specialized or tailored as needed for news release topics. News Releases shall be posted on the website the day of submission.

Presentations

Updated Power Point presentations ensure messages are aligned with completed project messages and the communication framework messaging.

School-age appropriate presentations and schematic graphics shall be developed.

Virtual Tour of BDD

The BDD also has plans to develop a virtual and interactive tour from the river to the tap using BDD specific graphics, photographs, GoPro video and You Tube video footage as archive for use in commercials, presentations or website clips with the City's Multimedia Manager to coordinate with the scripting, shooting and editing with video contractor.

Aerial drone or land-based GoPro video following the water from river to tap shall be used in creation of the virtual tour. Creating a virtual tour allows students, classes or groups who cannot travel to the BDD easily to learn about the BDD treatment processes from the classroom.

Banners

General-use logo banners shall be displayed at community and targeted events for branding and image recognition.

Special-use 4-color graphic logo banners shall be created to depict photographic images of river to tap for visual tie-in of surface water treatment and consistency in branding and image recognition at community and targeted events.

Promotional Give-aways

Promotional items will continue to be purchased for use at community events and for tours as determined by specific event and demographic needs. They will include the logo, and, as space permits, tagline, phone number and/or website address. Items purchased will need to be updated and replenished as budget permits.

- Water Bottles, drink containers; Clear showing BDD water
- Pens, carabiners, hats, recycle bags, notebooks, educational or useful giveaways
- Tablecloths, banners, display canopies, event and display materials and supplies
- Other items as related to water, water treatment, environment or preserving the Rio Grande diversion or restoration.

City of Santa Fe & BDD Mobile Water Tank for Events

The BDD mobile water tank shall be used at high-visibility events, such as the Century Bike Ride advertising BDD whenever possible.

Public Service Announcements for Natural Disaster or Public Health

Public Service Announcements will be developed should a natural disaster significantly impact BDD service through the City of Santa Fe Multimedia Department with :30 and :60 second PSAs.

Social Media

Featured articles, news releases, photos, videos and other informational items should be provided to both City and County PIOs for distribution on social media platforms including Facebook, Twitter and Video on Demand (YouTube videos and PSAs).

Interactive Kiosk

As part of the Environmental Mitigation project, the BDD shall work with Santa Fe High School on an informational interactive kiosk which can be scanned by smart phone and a digital video providing additional information. BDD shall work with the Water Resources & Conservation Manager to continue with this mitigation project.

Speakers Opportunities

The BDD has provided speakers for professional associations and conferences. Interested staff can continue to participate in community presentations with Q&A sessions to educate the community and address any concerns or questions. This opportunity can be open to staff members who speak on topics related to source of supply, water quality, storm water mitigation, environmental stewardship/mitigation, and solar energy.

Speakers Opportunities Target Audiences

- Neighborhood and Homeowners Associations
- Environmental Groups
- Civic and Non-Profit Groups
- Government and Business Groups

Past Presentations

- U.S. Department of State
- Bureau of Educational and Cultural Affairs
- Office of International Visitor Leadership Program (SF Council on Int'l Leadership)
- Leadership Santa Fe
- Real Estate Association / Home Builders Association
- Santa Fe Neighborhood Association
- Chamber of Commerce
- Water & Law Trade Organizations

Customer Bill Messaging. Public Utilities Customer bill messaging can be included 1x per year or as needed.

Glossary

The BDD can provide an online glossary to include definitions of any potentially unfamiliar terms and acronyms for the public.

Community Outreach

Events

Continue participation in the following community events:

- City of Santa Fe Water Conservation Office
- Santa Fe Children's Water Fiesta
- Santa Fe Community College Earth Day – Booth
- City of Santa Fe Community Days – Booth
- Century Bike Ride – Water Tank
- Santa Fe Chamber Green Festival – High Visibility
- And more events as applicable

Neighborhood Associations

Neighborhood outreach will be coordinated with the Santa Fe Neighborhood Association to request sharing of educational information with their membership.

Tours

- The BDD should continue to participate in community events and service projects in partnerships with local environmental organizations.
- Enhance website sign-up
- Contact key school officials and environmental science teachers for school field trips.

Media Outreach

Create positive media relations and partnerships for dissemination of key information and messaging. Media relations are ongoing and PR shall continue to seek support of local media to reinforce desired messages to target audiences.

Media Opportunities:

- Designate and train BDD spokesperson(s) as determined by each media request and department affected.
- Review BDD packet memos to identify opportunities for positive media coverage topics and to raise red flags for Board talking points.
- The BDD should issue news releases and when appropriate to highlight the following activities:
 - A new BDD action or activity is performed, including milestones.
 - A tangible deliverable product or publication is released (such as grant reports, white papers, etc.)
 - A new Board member is added, Facility Manager hired, or board election results, committee actions, etc.
 - BDD creates an interactive community event, or participates in a notable public event sponsored by a non-BDD organization.
 - Response to public information related to BDD.
- Identify and create an "interesting BDD facts and milestones" calendar to generate feature news stories in the local broadcast and print media.
- Meet with editorial boards to generate favorable editorials on issues.
- Develop News Release & Media Advisory Format & Approval Protocol.

- *Track trending stories and monitor news via free Google Alert monitoring service.*
- *Develop a downloadable Media Kit on website.*
- *Notify BDD Board when there has been a news inquiry and provide timely courtesy copies of News Releases and subsequent articles submission.*
- *Quarterly appearance on the City's weekly radio water interview and SFGTV (cable), as well as occasional appearances on the SFCC SFCTV program can be scheduled.*
- *Submit opinion pieces by the Facility Manager, Board or key staff experts as necessary to reinforce desired message.*
- *Seek media sponsorship to support BDD generated community events.*
- *Update the website regularly to reinforce messaging.*

Education Outreach

The BDD is uniquely qualified to provide significant input and expertise to enhance elementary, middle, secondary and college education learning opportunities.

Elementary School Learning Opportunities

Outdoor Classroom - Field Trip Tours of the BDD

The PR Coordinator shall coordinate with school administrators offering tour availability, typically offered to grades 6 and higher.

Classroom Presentations

Elementary classes support their water curriculum via the Children's Water Fiesta and Water Conservation Calendar Contest. The BDD may provide water activity resources and expert staff speakers as requested by schools and teachers to all grade levels. The BDD will participate and provide a water fiesta activity at the 2014 Children's Water Fiesta.

High School Learning Opportunities

Environmental Science – Tours and Outdoor Classroom Presentations

Both Santa Fe High School and Capital High School instruct environmental science classes. Environmental Science teachers shall be invited to tour the facility or may request indoor/outdoor class presentations. The BDD can provide expertise and curriculum guidance to assist SFPS energy and water conservation programs, which includes water supply efficiency and solar energy arrays. **Contact: Lisa Randall**

Education Reform - Environmental Sustainability Career Pathways

Community Partnership Opportunity

SFPS has started a curriculum development and implementation for secondary school education to increase High School graduation rates. Environmental Sustainability has been identified as a viable career pathway. Participation as a partner provides a high-visibility leadership role for the BDD Board and Staff.

- Contact SFPS Administration to explore potential partnership and collaboration support.
- Santa Fe High School Environmental Sustainability Experimental Learning Pilot Program

Santa Fe Community College – Grow Your Own

Specialized Training and Certification – A Partnership with Santa Fe Community College

In October 2010, certified operators began a full-time training and internal BDD certification program. The BDD has formed a training partnership with Santa Fe Community College (SFCC) to help create ongoing training skills and certification programs for careers with the BDD in water treatment operations. The original intent was to create a 'grow your own' pipeline of interested SFCC graduates who will stay in New Mexico to pursue a career in water systems operation and management.

- Contact SFCC to encourage and generate excitement with the students in the training and certificate program.

Texas A&M – has demonstrated great interest in the BDD water treatment process as a critical and necessary model for the future of all low moisture, dry desert geographic areas in the Southwest including Texas, and stated that BDD will be included in all graduate study field course trips in the future.

Santa Fe University for Art and Design (SFUAD)

- Seek opportunities with SFAUD to establish marketing, graphic design, web design opportunities to create a student education comic book, commercial, film or photo contest illustrating "From the River to the Tap, Providing Water Today for Santa Fe's Tomorrow."

Government Relations Outreach

Effective Partnership with City & County Departments

Fostering coordination, collaboration, and communication among local and regional governmental agencies responsible for water-related issues will assist BDD to achieve greater efficiencies, and build public support for vital projects.

- The BDD shall actively partner with the City and County on water-related, Green Team or sustainability issues, including solar and environmental mitigation to provide synergy to inter-department and county/city sustainability-related outreach efforts as applicable.

State Government Outreach

Memorandum of Understanding (MOU)

- Keep updated key contact lists
- Identify key regulator reporting requirements for issues management.

National Government

- Identify funding/grants for water projects
- Seek oversight support – DOE & Congressional support to ensure safe water from LANL pollution or other key BDD initiatives.

Trade & Professional Organizations

Staff time and availability for direct professional organization outreach is limited. The BDD can use trade groups and industry associations to distribute information and continue effective partnerships.

- Participate in the Santa Fe Green Chamber
- Develop partnership with County Water Associations (50)
- Utilize existing memberships with the EPA and the American Water Works for free educational materials and for feature article submissions.

SPECIALIZED VIP TOUR EVENT – Position BDD as Regional Demonstration Model

Pojoaque Basin Regional Water System (RWS)

The BDD can serve as a visual infrastructure model and provide technical expertise on critical lessons learned for the RWS project. BDD Management and Board tours will showcase the BDD and strengthen relationships with community leaders, intergovernmental agencies and local, state and national elected officials.

Project Background & Overview

The proposed project will divert, treat, transmit, store, and deliver water to Pueblo and non-Pueblo residents of the Pojoaque Basin as part of the RWS. The water would be diverted at Pueblo de San Ildefonso. The collected water would then be treated at a water treatment facility and transmitted to storage facilities and stored in tanks and in underground aquifers. The RWS would include facilities to serve the Pueblos of Nambé, Pojoaque, San Ildefonso, and Tesuque, and facilities to serve County water customers in the Pojoaque Basin. Most facilities of the RWS would be joint use for both Pueblo and County residents.

Key Participants of the Pojoaque Basin Regional Water System

*Sovereign Governments (Pueblos)– Governors and Elected Officials
U.S. Congressional Delegation & key staff (Senator Udall & Congressman Lujan)
NM State Legislators – SF, Espanola, Pojoaque, Tesuque, Taos and key legislative committee members
Local Government City and County Elected Officials (Santa Fe, Espanola, Pojoaque, Tesuque, Taos)
New State Engineer & Bureau Chief (Scott A. Verhines, P.E.)
Interstate State Stream Commission (Estevan Lopez)
RWS BOR & Key Consultant Representatives
Regional Coalition of LANL Communities
New Mexico CAB
Mutual Domestic Water Consumer Association(s)
Espanola Basin Technical Advisory Group
**Hutch at County is the Sovereign Intergovernmental Relations contact. Due to the legal/cultural nuances and on-going BDD Project intergovernmental agreements, it is recommended BDD Project Manager and BDD Board Attorney(s) be in attendance.

Other Specialized Tours County Water Customer Systems

There are approximately 50 water systems within the county. Identify key water systems with direct relation to BRWTP for specialized tour. Include City and County Elected Officials.

Budget

Public Relation program expenses have not been defined in the BDD budget, as this program is new to BDD Operations and therefore the first fiscal year will be needed to determine costs for promotional items, advertising, graphic and web design, educational materials, student experimental supplies, students' interactive learning guides, communication materials such as brochures, flyers, posters, or PR coordinator's trainings. The PR Coordinator will work closely with BDD Financial Manager during the first year to determine an adequate operating budget for this program. Once this has been established a base line budget for PR expenses on all outreach, public relations, and marketing efforts will be accounted for in future budget requests.

Short and Long Term Prioritization

BDD Staff and management are identifying priority and timeline implementation as the events unfold and as the program develops. The first year will be the template which determines the attainable goals through measurable successful events, results, outreach efforts, positive awareness and public perception. Start-up, everyday, administrative and housekeeping duties will play a role in time management availability. With the excitement of public relations and outreach opportunities shaping up in the public's eye, the necessary office duties, implementation and start up processes must take place in order to build a good foundation for which public relations, general marketing and educational outreach can occur.

Measurable Results and Reporting

Quarterly summaries of quantitative and qualitative measures shall report current accomplishments and benchmarking for future budget cycles. Additional monthly results shall be recorded, and additional reports may also be presented as needed.

BDD Program Performance Measures report

Metrics gauges may include:

- Number of onsite tours provided
- VIP meetings and key entity relationship building
- Community and targeted event participation
- Key community and regional partnerships developed
- Promotional item distribution and brand awareness
- Speaking requests opportunities
- Website page views
- Positive press coverage
- Stakeholder list maintenance