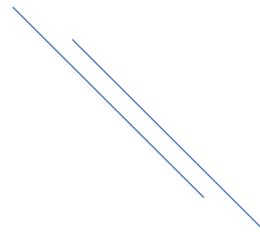


# Selling Strategically Creative Communications as a Solution



Presented by Eboni Green  
On behalf of CWP-KT



CLEAR CHATTANOOGA  
WATER FOR LIFE

## Problem to be Solved:

1. Infrastructure Problem
2. Public Perception Problem
3. Client Perception Problem

## The City's Mandate

- **MAXIMIZE** use of existing water treatment facilities.
- **REHABILITATE** existing pipelines and manholes.
- **INCREASE** wastewater treatment plant capacity and reliability.
- **UPGRADE** existing pump stations.
- **INSTALL** wet weather equalization stations.

## How We Proposed Communication:

### The Clear Chattanooga 3R Approach

- **RESTORE** optimal functionality to the sewer system.
- **REPAIR** the system and prevent chronic overflows.
- **REPLACE** aging infrastructure that is beyond good use.



## The Solution

Clear Chattanooga includes major upgrades and revisions to portions of the wastewater system including pipe rehabilitation, pump station improvements, upgrades to the Moccasin Bend Environmental Campus and comprehensive operational audits.

Clear Chattanooga's Comprehensive 3R Approach:



### RESTORE

optimal functionality and capacity to the wastewater system.



### REPAIR

the system and prevent chronic overflows.



### REPLACE

aging infrastructure that is beyond good use.



## BRAND PROMISE/KEY MESSAGE

### Clear Chattanooga will:

- Support the city's commitment to protect our community's water quality through SSO elimination and wastewater treatment plant compliance.
- Restore the wastewater treatment infrastructure necessary to sustain regional growth demands.
- Help facilitate a healthy, thriving population free from water-related environmental threats.
- Provide up-to-date information regarding ongoing infrastructure projects, along with opportunities to provide feedback.





## Strategic Goal ONE

# INCREASE AWARENESS OF CLEAR CHATTANOOGA BRAND

+ TTV has examined the market segments served by the Clear Chattanooga project as identified by the Community Input Plan and strategy created by Q Strategies. We identified the brand aspects that would encourage the affected audience to adopt a practice of buying into the plans, processes, and projects surrounding Clear Chattanooga and become ambassadors of the project's impact on the city's prized natural resources.

TTV used the data and demographic materials made available to craft a brand strategy that would help convert a larger, more engaged Chattanooga population as Clear Chattanooga supporters – both as brand ambassadors and key buy-in voices.

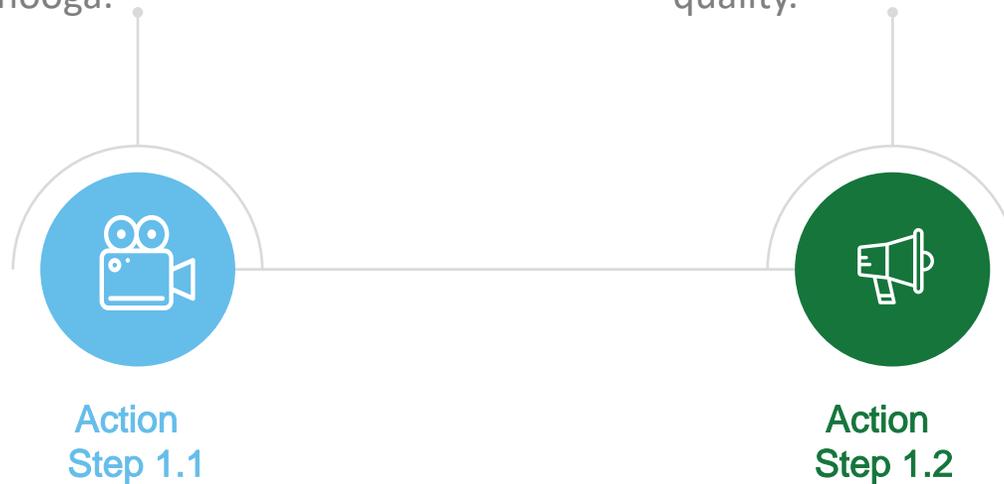
## Objective ONE

# SHOWCASE UNIQUE ATTRIBUTES OF MAINTAINED WATER QUALITY

Showcase systems and staff that assure the reliably high-quality water maintained in the Tennessee River.

Develop behind the scenes footage of the 3R process for use in video shorts to show how the city is actively maintaining their high standards of water quality through Clear Chattanooga.

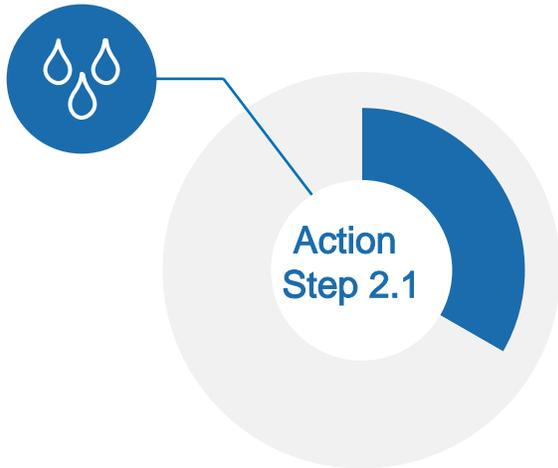
Develop graphics for social and traditional distribution that feature DPW/Jacobs staff alongside brand promise messaging regarding water quality.



## Objective TWO

# SHOWCASE DPW COMMUNITY COMMITMENT

Communicate the department's commitment to the surrounding Chattanooga community.



Develop graphics for distribution via social and traditional channels that showcase the City of Chattanooga's commitment to positively impacting the environment.



Capture and distribute moments that show DPW team members interacting with residents at public facing events.



Develop graphics for distribution via social and traditional channels that provide community health tips that involve interacting with the Tennessee River.

## Objective THREE

# INTRODUCE DPW TEAM

Introduce residents to key, hand-picked staff members that display passion, purpose, and pride surrounding services.

Action  
Step 3.1



Develop graphics to be distributed via social and traditional channels that personally introduce staff responsible for project oversight and project execution to residents.



## COMMUNICATIONS TACTICS



The identified communications efforts will integrate the use of traditional and non-traditional media to increase brand awareness surrounding Clear Chattanooga. The communications methods for brand awareness overlaps efforts for the other strategic goals because well branded content will exemplify water quality and increase resident satisfaction.

1

Public Education Efforts

2

Public Involvement Efforts

3

Public Relations Efforts

# PUBLIC EDUCATION EFFORTS

new

## Community Impact Social Media Content

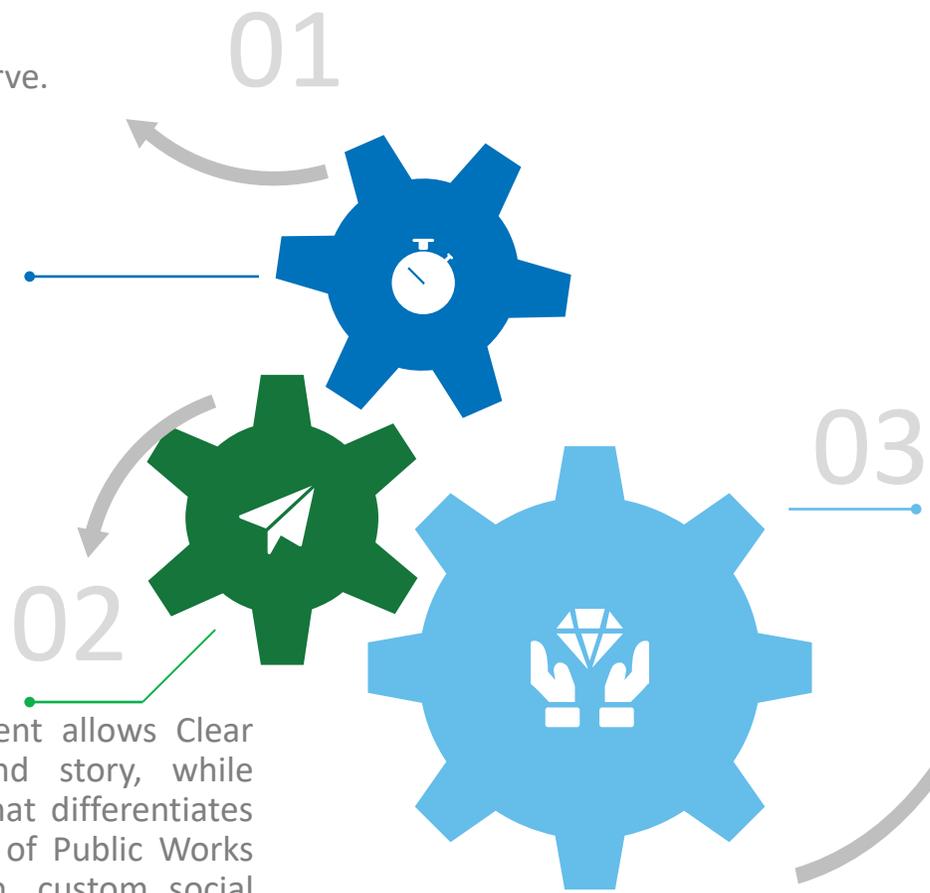
Highlight “Person-to-Person” Experience by showcasing staff and community events to show that the Clear Chattanooga project team is made up of people invested in the community that they serve. The content will highlight the key messages that

- Clear Chattanooga is concerned with the surrounding natural environment,
- Clear Chattanooga’s staff is concerned on the direct impact the project has on Chattanooga residents,
- Clear Chattanooga supports Chattanooga’s rich natural and cultural history.

ongoing

## Custom Social Media Content

Developing custom social media content allows Clear Chattanooga to share a clear brand story, while establishing a brand voice and tone that differentiates the City of Chattanooga’s Department of Public Works from other municipalities. In addition, custom social media content establishes brand authority with residents served by the DPW in the areas of water quality and services, which in turn increases both brand and water quality awareness. **Included: Social Media Analytics & Reporting and Paid Social Media Advertising**



new

## Community Print Media

Utilize local print media with engaging, modern ads that will: (a) encourage engagement with Chattanooga’s natural water resources, and (b) distribute information about how engaging with the available natural water resources impacts both personal and community health.

# PUBLIC INVOLVEMENT EFFORTS

new

## Clear Chattanooga Participation at City/County Events

Establish “unmissable” presence at city and county events with learning opportunities, educational materials, promotional materials available for residents. Clear Chattanooga team members will also be available to talk with residents about the infrastructure project, why the project is necessary, and how residents can help support the project.

new

## Clear Chattanooga Project Update Notifications and Feedback Opportunities

Provide monthly or quarterly update opt-in opportunities through website. Within those updates, provide plain-language project updates accompanied by professional, high-quality photos of project updates. Residents will be able to provide public or private feedback via the website and receive instant email confirmation that their feedback was received.

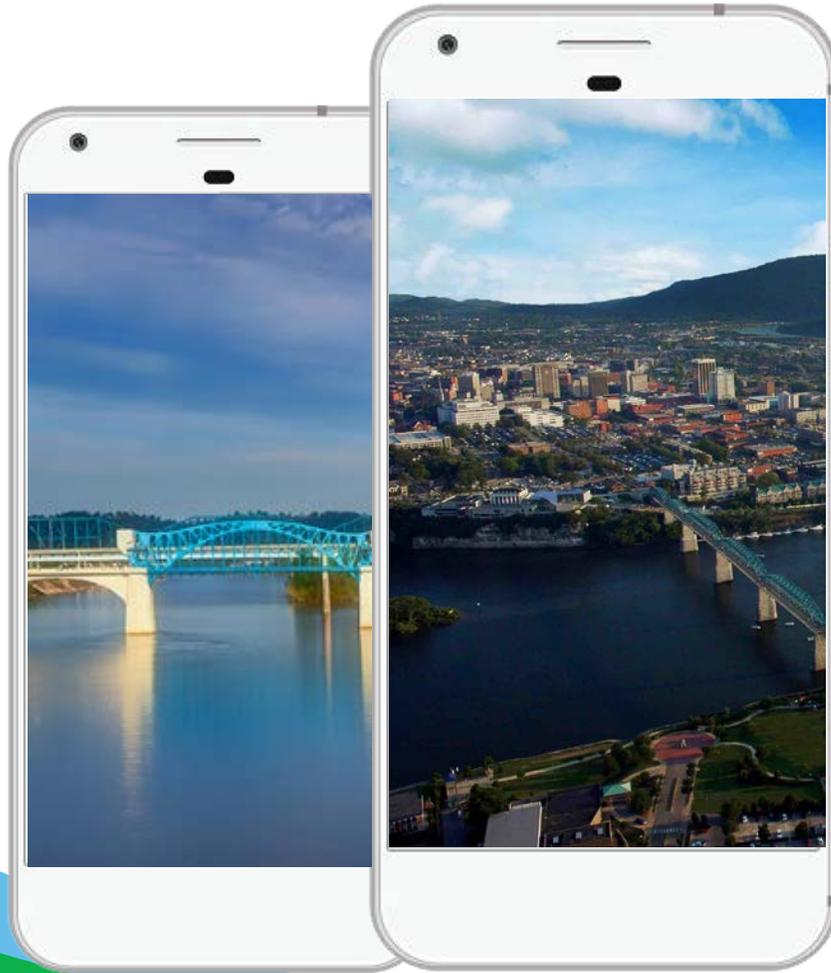
new

## Brand Advocacy Campaigns

Create ongoing brand advocacy campaign through User Generated Content (UGC) by creating social and traditional media campaigns that provide Chattanooga residents with opportunities to share positive stories/experiences with the water maintained by Clear Chattanooga via their social media platforms.



## PUBLIC RELATIONS EFFORTS



new

### Position Clear Chattanooga as a Brand Authority in Water Quality

Create and share custom content related to Clear Chattanooga facts + stats, water treatment infrastructure, and how those water processes impact the Chattanooga community. Increase brand awareness and water quality awareness by amplifying the following key message: Chattanooga has world-class natural resources and consistently provides residents with a reliable, unique supply of “water engagement experiences.”



CLEAR CHATTANOOGA  
WATER FOR LIFE

# Strategic Goal TWO

## INCREASE AWARENESS OF WATER QUALITY

## Strategic Goal TWO INCREASE AWARENESS OF WATER QUALITY



**Expose residents to the various elements that contribute to the quality of the city's abundant natural resources.**

Increased awareness of water quality has the potential to positively impact all other strategic communications goals within the existing Community Input Plan. If residents possess a heightened awareness of the quality of Chattanooga's recreational and environmental water, they are likely to be more satisfied with the projects necessary to maintain that quality. They are also more likely to become Clear Chattanooga brand ambassadors.



## Objective ONE

# “BEHIND THE RIVER” :: AWARENESS OF TREATMENT PROCESS

Showcase water treatment process and attributes that create Chattanooga’s natural environment.

Create high impact, modern photographs and graphics that offer a “Behind the River” glimpse into the water treatment process.



Action  
Step 1.1

Create high impact, person-driven graphics that offer a “Behind the River” look at the people responsible for maintaining the health of the Tennessee River.



Action  
Step 1.2

Create age-appropriate educational materials that take students “Behind the River” to look at the processes necessary to maintain the health of the Tennessee River.



Action  
Step 1.3

## COMMUNICATIONS TACTICS



This section will provide a direct correlation between public-facing efforts and an increase in the awareness of water quality once the tactics are implemented. That correlation creates full alignment with the strategic goals named within the strategy and allows for full evaluation of the successes of each initiative after execution.

1

Public Education Efforts

2

Public Involvement Efforts

3

Public Relations Efforts



# PUBLIC EDUCATION EFFORTS

new

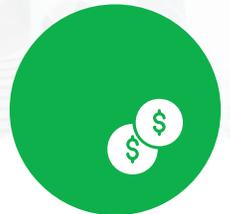
## Water Quality Resident Centric Films



Create engaging multi-length films that focus on the quality of the Tennessee River's water, how the health of the river positively impacts the health of the community, and provide overall encouragement for residents to engage with the river. The films will be distributed through social media, selected television platforms, and will be available on Clear Chattanooga and City of Chattanooga websites.

ongoing

## Social Media Content



Develop custom social media content that educates residents about DPW's water quality processes.

new

## Community Print Media



Utilize local print media with eye-catching modern ads that will provide residents with:

- Information regarding the infrastructure changes being executed through Clear Chattanooga,
- A clear connection between Clear Chattanooga and increased health through opportunities to engage with the river.

new

## Water Quality Billboards



Engaging graphics that mirror the messaging of films. Content will:

- Show how engaging with the Tennessee River positively impacts personal health,
- Encourage engagement with the Tennessee River,
- Have a call to action for Chattanooga residents to stay engaged and informed regarding Clear Chattanooga updates through website and social channels.

## Special Events: Educational Tours



Host educational tours at Clear Chattanooga project sites facilities, including structured site visits at water production plants, water reclamation facilities, and recreational facilities to provide the public with an up-close observation of a water system's assets and operations.

# PUBLIC INVOLVEMENT EFFORTS



aspirational

## Clear Chattanooga University

Experiential, on-site class hosted by Clear Chattanooga and City of Chattanooga DPW regarding water quality monitoring for volunteers, coordinated by a DPW staff member. These efforts will be communicated through Clear Chattanooga's website and digital media platforms.

The laptop screen features four circular icons: a blue icon with a speech bubble and three people (top left), an orange icon with a video camera (top right), a green icon with an envelope and an arrow (bottom left), and a red icon with a book and a magnifying glass (bottom right).

# PUBLIC RELATIONS EFFORTS

Clear Chattanooga Community  
Information Report

new

existing

N/E

Bill Inserts

new

existing

N/E

High quality, multi-page community report that articulates how Clear Chattanooga continues to demonstrate the mission, vision, and values of the city through innovative, reliable, environmentally protective practices. Can be combined with any existing annual report produced by the city.

Use bill inserts as direct communication to inform residents of the Clear Chattanooga project developments at the Authority, especially concerning industry trends, policy changes and measures of professionalism. This method of communication will effectively educate residents about the importance of disposing of pollutants; improve the water quality in Chattanooga's prized local waterways; proper disposal of fats, oils and greases to reduce the likelihood of clogged pipes and unsanitary sewer overflow; etc.



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# Strategic Goal THREE

## INCREASE OVERALL RESIDENT SATISFACTION

## Strategic Goal THREE INCREASE OVERALL RESIDENT SATISFACTION

**Ensure residents have easy access to relevant information paired with positive experiences when interacting with Clear Chattanooga representatives.**

- + Resident satisfaction and trust are critical as the City of Chattanooga's Department of Public Works continues to work towards positively impacting the perception of residents. This is especially important when considering the impact a critical, several year, several hundred million dollar infrastructure update could have on the satisfaction of those residents.

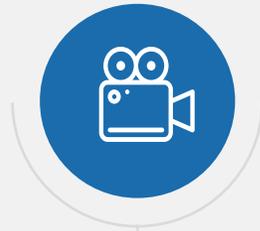
As such, TTV is committed to thinking differently about how effectively we communicate the solution this infrastructure update is providing to the community at large. This will aid the affected residents in considering Clear Chattanooga a strong, positive step in maintaining the environmental health, economic health, and a high-quality standard of living resident in the area are accustomed to.



## Objective ONE

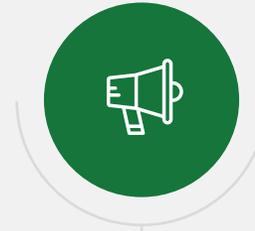
# IMPROVE ACCESS TO ALL CHANNELS OF PROJECT-RELATED INFORMATION

### Action Step 1.1

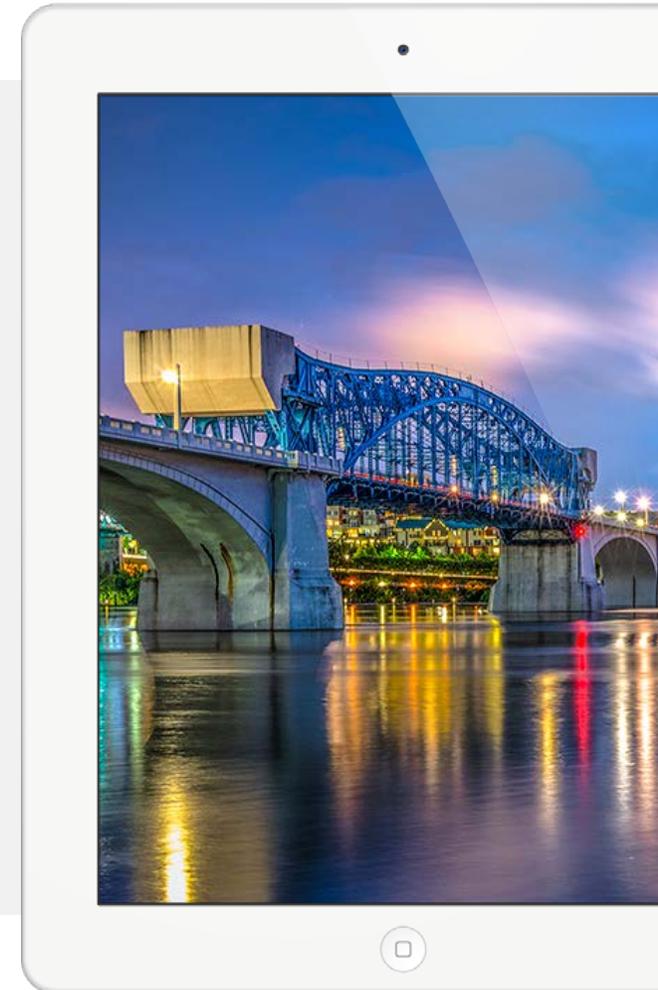


Determine what Clear Chattanooga information will be made available on website.

### Action Step 1.2



Determine how Clear Chattanooga representatives will communicate about Clear Chattanooga.



# COMMUNICATIONS TACTICS



The communications efforts identified below will enhance existing internal and external communication channels that are shared with employees and residents.

1

Public Education Efforts



# PUBLIC EDUCATION EFFORTS

ongoing

## Website Integration/Redesign

Ensure that the upcoming website re-design project truly utilizes the website as a portal to keep residents informed and engaged. The revamped website should have improved functionalities that incorporate innovative and effective tools such as live chat options, automatic email responses, email subscription opt-ins, kids learning activities, interactive surveys, message boards, push notification opt-ins. The website will also be the primary source of information for Clear Chattanooga-related Public Meetings.

new

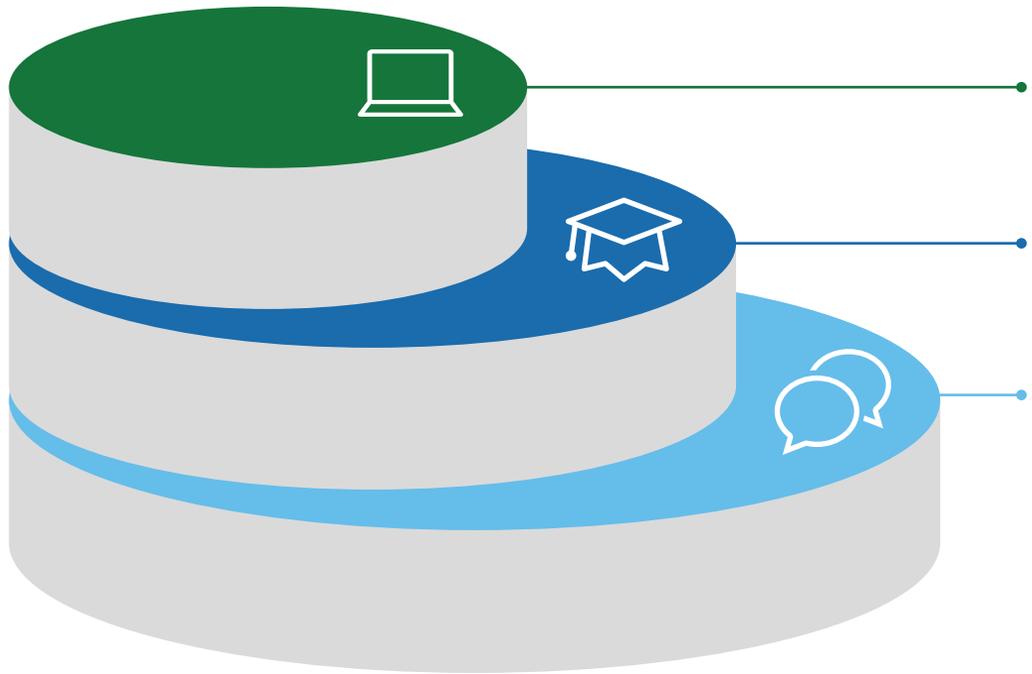
## Staff Resident Interaction Training

Conduct professional development training for all city staff that will create a positive experience during interactions with residents throughout the city on matters pertaining to Clear Chattanooga.

ongoing

## Staff Communications Training

Provide ongoing advisement for Clear Chattanooga representatives in all areas of communication, particularly with those tools associated with this action plan, such as media relations, advertising, direct mail, interpersonal communication, special event planning, and social media.





Research

Public Meeting

Website Development

Photography

Collateral Design

Copywriting

Experiential

Ongoing Social Media Execution

October



Campaigns: Interacting With the River, Behind The River, Meet Clear Chattanooga Reps

Public Meeting Collateral



November



Behind the River, Interacting With The River, Meet Clear Chattanooga Reps



December

Campaigns: Interacting With the River

Meet Clear Chattanooga Reps



January



February



March

Interacting With the River, Meet Clear Chattanooga Reps

Print Media Collateral



## HOW WE PLAN TO MEASURE SUCCESS



### INCREASED AWARENESS OF CLEAR CHATTANOOGA BRAND

Heightened visibility surrounding Clear Chattanooga through tactics suggested in brand strategy.



### INCREASED AWARENESS OF WATER QUALITY

High engagement surrounding public education opportunities. Highly informed public during public involvement opportunities.



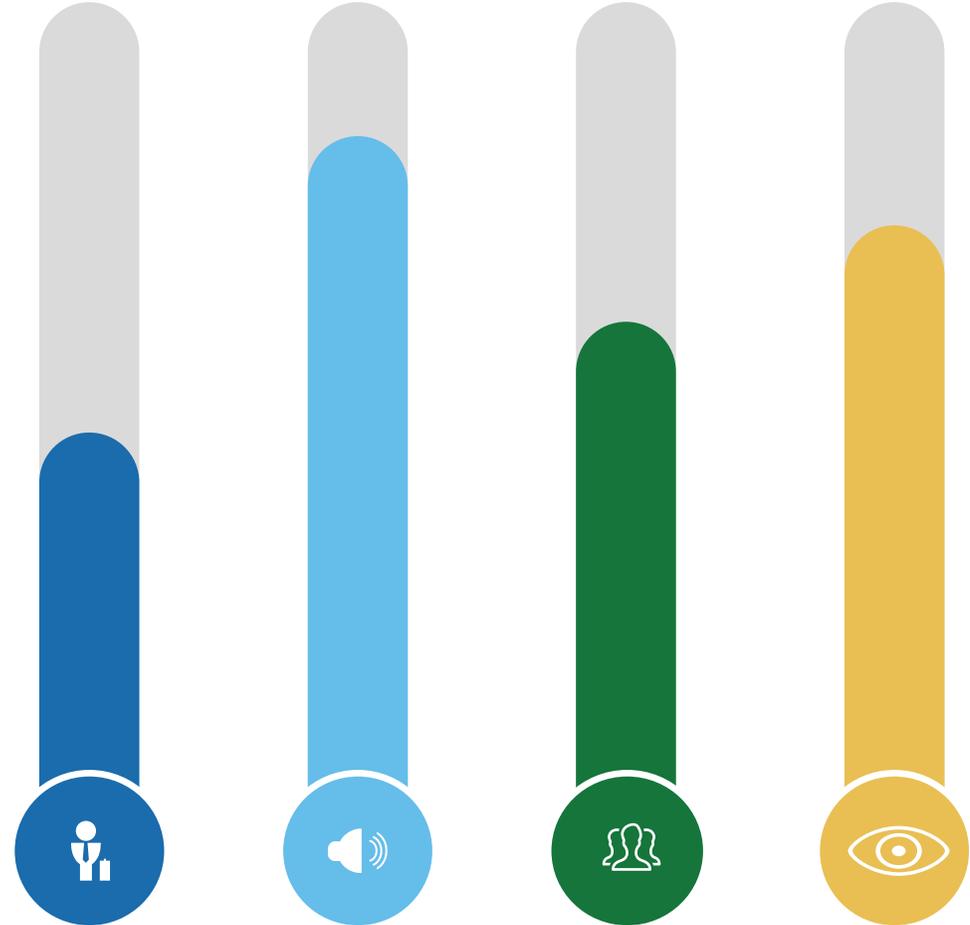
### INCREASED RESIDENT SATISFACTION

Staff reports increased positive interaction surrounding Clear Chattanooga.



### REDUCED PUBLIC PUSHBACK, INCREASED PUBLIC ACCEPTANCE

The equalization stations are installed!



Want to talk further?

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