



# Sewerage and Water Board of New Orleans' Public Education and Awareness Outreach Plan

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Prepared by:

- \* The SWB Community and Intergovernmental Relations Department
- \* The Public Relations Group Inc. of New Orleans
- \* Communirep Inc.

## Objective

To reach a broad audience of customers with timely, pertinent, helpful, environmental and educational information about the Sewerage and Water Board's sewerage, water and drainage systems.

## The Plan

During a 12-month period beginning in August, 1996, the Sewerage and Water Board of New Orleans, under the direction of its Community and Intergovernmental Relations Department, will:

### ✓ **Participate in:**

- 15 Neighborhood/civic association meetings
- 6 Environmental group meetings or forums

- 4 Business organization meetings
- 10 Programs at elementary schools
- 10 Programs at middle schools
- 10 Programs at high schools
- 3 Town Hall meetings conducted by the Mayor
- 7 Town Hall meetings conducted by members of the City Council
- 1 Lake Pontchartrain Basin Foundation "Back to the Beach" Party (Booth and Exhibit)

✓ **Conduct:**

- 8 Senior citizen group meetings
- 1 "Earth Day" Program \*
- 1 "National Drinking Water Week" Program \*
- 1 "June is Garden Month" Program \*
- 1 Water Help Walk-Run Race \*
- 1 Wastewater Awareness Week Program with:
  - 1 Wastewater Essay Contest
  - 1 Wastewater Art Contest
  - 1 "Think Before You Pour it Down the Drain" Program
- 2 Public Meetings to Provide Information on Ongoing Sewerage System Construction Projects; Future Construction Work
- 2 Media Tours of the Sewerage System, including demonstrations of smoke, video and dye testing, no-dig repairs and standard repairs
- 5 Public Tours of the Sewerage System
- 1 Educational/Training Program for Hotel Food Service and Restaurant Operators and Food Processors

1 Educational/Training Program for Health Department Inspectors responsible for grease trap and other sewerage-related inspections

12 Educational Programs for Employees

- ✓ **Coordinate** the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- ✓ **Prepare** Quarterly Reports or Newsletters on sewerage projects to be distributed to customers as billing inserts and available at S&WB offices
- ✓ **Provide** Back-to-School Book Covers
- ✓ **Expand** the Sewerage System section of the Annual Report to include more details of projects
- ✓ **Produce and distribute** 2 billing inserts on sewerage subjects
- ✓ **Begin to produce** a video for use in all public events
- ✓ **Complete production** of a video for use in all public events
- ✓ **Order** appropriate materials for distribution
- ✓ **Produce and distribute** three PSAs on wastewater
- ✓ **Begin to create** a Home Page on the Worldwide Web to provide current information on sewer projects citywide
- ✓ **Complete Home Page** on the Worldwide Web
- ✓ **Begin to create** an exhibit which features wastewater treatment (for use at public events)
- ✓ **Complete an exhibit** which features wastewater treatment
- ✓ **Advertise** the availability of water, drainage and wastewater materials for teachers and register the materials as resources which they can order for classroom instruction or projects
- ✓ **Include sewerage system information** in four Pipeliners (employee newsletter) so that employees can better understand and discuss the system with customers.
- ✓ **Write and distribute** 4 News Releases and 4 Feature Leads to news media
- ✓ **Prepare information** to be sent to organizations for inclusion in their group's newsletter (2 times)

- ✓ Schedule S&WB officials on 4 broadcast talk shows and 4 featured speakers at appropriate events
- ✓ Order or produce educational materials, such as brochures, handouts, fact sheets, book covers, etc.
- ✓ Join as many neighborhood and civic organization in the city as possible and encourage employees to become active members in the groups
- ✓ Devise a reporting form to track outreach program's activities, including date, time, location, group or event name, number of persons reached, subject(s) covered and number of materials distributed
- ✓ Complete a monthly Tracking Report
- ✓ As necessary, advise public of anticipated and emergency repairs involving sewerage and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

**\* Established annual programs conducted by the Sewerage and Water Board of New Orleans to which sewerage system elements will be introduced.**



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## **Public Education and Awareness Outreach Plan**

### **TARGET AUDIENCES**

- General Public
- Sewerage and Water Board Customers (Residential, Business, Commercial and Industrial)
- Students (Kindergarten through 12th Grade)
- City and Government Departments and Agencies
- S&WB Board Members
- News Media
- Elected Officials
- Neighborhood/Civic Groups
- Environmental Groups
- Business and Professional Groups
- S&WB Employees
- Health Officials
- Food Service Officials
- Senior Citizens Groups



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## **Public Education and Awareness Outreach Plan**

### **MESSAGES**

- General Information on the Operation, Capabilities and Extent of the Sewerage System
- Needs of the System
- System Improvement Projects (Completed, On-Going and Planned)
- Notification to Public of Emergencies, Sewer Clogs, Chokes, Line Breaks
- Proper Discharge of Household Items into Sewerage System
- Water Conservation as it applies to Sewerage System
- Proper Industrial Discharges
- Proper Food Service Discharges
- Relationship between Water Use and Wastewater
- Wastewater Treatment, Discharge
- Relationship between Wastewater and the Environment



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## **Public Education and Awareness Outreach Plan**

### **RESOURCES DEDICATED TO SEWERAGE PUBLIC AWARENESS PROGRAMS**

#### **Staffing**

Community and Intergovernmental Relations Department  
Environmental Affairs Department  
Executive Director's Office  
Public Information Consultants  
Board Members  
Personnel Department  
Sewerage Field Operations  
Sewerage Operations (Plant Management) Consultants  
Sewerage and Water Board's Recreation Club  
Customer Service Phone Center  
Mayor's Office of Environmental Affairs  
Individuals from the Board's Professional and Technical Staffs  
Lake Pontchartrain Basin Foundation Staff  
S&WB Emergency Dispatch Center Staff/Phone Messages  
Customer Service Phone Center Staff/Phone Messages

#### **Materials**

Video  
Pamphlets  
PSAs  
Book Covers  
Exhibits  
Speeches  
Direct Mail  
Billing Inserts  
News Releases, Bulletins, Alerts, Feature Stories  
Home Page on Worldwide Web  
Newsletter Inserts for Neighborhood/Civic Organizations  
Brochures/Factsheets  
Annual Report  
Employee Newsletter  
Monthly Reports  
Quarterly Reports

Doorhangers  
S&WB Fact Book

**Avenues and Events**

Public Meetings  
Neighborhood, Civic, Church, Senior Citizens and Environmental Group Meetings  
City Council Meetings  
Meetings of the Sewerage and Water Board  
Exhibits and Booths  
Fairs  
Essay & Art Contests  
School Programs  
Press Conferences/Briefings  
Media Visits  
Media Demonstrations  
Cable Access & Bulletin Board Channels  
Media Tours  
Public Tours  
Special Education Weeks  
Water Help Walk/Run Race  
Educational/Training Programs  
Broadcast Talk Shows  
Speakers Bureau





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## **Public Education and Awareness Outreach Plan**

### **Calendar of Events**

#### **August 1996**

•• Join as many neighborhood and civic organizations in the city as possible and encourage employees to become active members in the groups

#### ***Participate in:***

- 2 Neighborhood meetings
- 1 Town Hall Meeting conducted by members of City Council
- Lake Ponchartrain Basin Foundation's "Back to the Beach" Party (Booth and exhibit)

#### ***Conduct:***

- 1 "Think Before You Pour It Down the Drain" Program (with 1 appearance on a broadcast talk show)
- 1 Educational program for employees

#### ***and:***

- Provide back-to-school book covers
- Issue news release about progress of smoke testing
- Begin creation of Home Page on Worldwide Web
- Begin production of sewer video
- Order or produce educational materials such as brochures, handouts, fact sheets, book covers, etc. for distribution
- Begin to create an exhibit which features wastewater treatment (for use at all public events)

- Coordinate the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- Devise and complete a report form for monthly tracking report
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## September 1996

- Join as many neighborhood and civic organizations in the city as possible and encourage employees to become active members in the groups

### ***Participate in:***

- 2 Neighborhood/civic association meetings
- 1 Program at elementary school
- 1 Program at middle school
- 1 Program at high school
- 1 Environmental group meeting or forum (Provide 1 featured speaker)
- 1 Town Hall meeting conducted by Mayor
- 2 Town Hall meetings conducted by members of City Council

### ***Conduct:***

- 1 Senior citizen group meeting
- 1 Educational Program for Employees

### ***and:***

- Complete exhibit which features wastewater

- Register water, drainage and wastewater materials as a resource for teachers which they can order for classroom instructions or projects
- Complete production of a video for use at all public events
- Continue creation of Home Page on Worldwide Web and acquisition of hardware/software
- Coordinate the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- Complete monthly tracking report
- Write and distribute 1 Feature Lead
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts.

## October 1996

- Join as many neighborhood and civic organizations in the city as possible and encourage employees to become active members in the groups

### **Participate In:**

- 2 Neighborhood/civic association meetings
- 1 Business group meeting
- 2 Programs at elementary schools
- 2 Programs at middle schools
- 2 Programs at high schools
- 2 Town Hall Meetings conducted by members of City Council

### **Conduct:**

- 1 Public Tour of the sewerage system
- 1 Media Tour of the Sewerage System, including demonstrations of smoke, video and dye testing, no-dig repairs and standard repairs

- 1 Educational program for Employees

**and:**

- Prepare quarterly report or newsletter on sewerage projects to be distributed to customers as billing inserts and available at S&WB offices
- Prepare a billing insert on a sewerage subject
- Water Help Walk/Run Race (with 1 broadcast talk show appearance)
- Continue creation Home Page on Worldwide Web and acquisition of hardware/software
- Coordinate the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- Complete monthly tracking report
- Produce and distribute 3 Public Service Announcements on wastewater
- Include sewerage system information in The Pipeliner (employee newsletter)
- Write and distribute 1 news release on wastewater treatment
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

**November 1996**

**Participate in:**

- 2 Neighborhood/civic association meetings
- 1 Environmental group meeting or forum
- 1 Business organization meeting
- 1 Program at elementary school
- 1 Program at middle school
- 1 Program at high school
- 1 Town Hall meeting conducted by members of the City Council

**Conduct:**

- 1 Senior citizen group meeting
- 1 Public Meeting to provide information on ongoing sewerage system construction projects; future construction work
- 1 Educational program for Employees

**and:**

- Complete creation of Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- Complete tracking report
- Prepare information to be sent to organizations for inclusion in their group's newsletter
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

**December 1996**

**Participate in:**

- 1 Neighborhood/civic association meeting
- 1 Town Hall meeting conducted by the Mayor
- 1 Town Hall meeting conducted by members of City Council

**Conduct:**

- 1 Senior citizen group meeting
- 1 Public tour of sewerage system
- 1 Educational program for employees

**and:**

- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage and Water Board departments which have contact with the public or conduct public educational or environmental awareness programs.
- Complete monthly tracking report.
- Write and distribute 1 Feature Lead
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

**January 1997**

***Participate in:***

- 1 Neighborhood/civic association meeting
- 1 Environmental group meeting or forum
- 1 Program at elementary school
- 1 Program at middle school
- 1 Program at high school
- 1 Town Hall meeting conducted by City Council

***Conduct:***

- 1 Senior citizen group meeting
- 1 Educational program for Employees
- 1 Educational/Training Program for Health Department Inspectors responsible for grease trap and other sewerage-related inspections

**and:**

- Prepare quarterly report or newsletter on sewerage projects to be distributed to customers as billing inserts and available at S&WB offices
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs

- Update Home Page on Worldwide Web
- Complete monthly tracking report
- Include sewerage system information in The Pipeliner (employee newsletter)
- Write and distribute 1 news release
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## **February 1997**

### ***Participate in:***

- 1 Neighborhood/civic association meeting
- 1 Town Hall meeting conducted by members of the City Council

### ***Conduct:***

- 1 Senior citizen group meeting
- 1 Educational program for Employees

### ***and:***

- Expand the Sewerage System section of the Annual Report to include more details on projects
- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## **March 1997**

### ***Participate in:***

- 1 Neighborhood/civic association meeting
- 1 Environmental group meeting
- 1 Business organization meeting (Louisiana Restaurant Association)
- 2 Programs at elementary schools
- 2 Programs at middle schools
- 2 Programs at high schools (Including 1 "Career Awareness" Program)
- 1 Town Hall meeting conducted by members of City Council

**Conduct:**

- 1 Senior citizen group meeting
- **1 "Wastewater Awareness Week" Program with:**
- **1 Public Tour of Sewerage System and**
- **1 Wastewater Essay Contest, and, 1 Broadcast Show Appearance**
- **1 Wastewater Art Contest**
- **1 Featured Speaker**
- **1 Educational Program for Employees (Featuring Wastewater Subject)**
- 1 Public Meeting to Provide Information on Ongoing Sewerage System Construction Projects; Future Construction Work

**and:**

- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- Write and distribute 1 Feature Lead to the News Media
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts



## April 1997

### **Participate in:**

- 2 Neighborhood/civic association meetings
- 1 Business organization meeting
- 1 Program at elementary school (Including 1 "Reading Conference" Seminar)
- 1 Program at middle school
- 1 Program at high school
- 1 Town Hall meeting conducted by the Mayor
- 1 Town Hall meeting conducted by members of City Council

### **Conduct:**

- 1 Senior citizen group meeting
- 1 Earth Day Program (Participation in "Earth Fest")
- 1 Educational program for Employees

### **and:**

- Prepare quarterly report or newsletter on sewerage projects to be distributed to customers as billing inserts and available at S&WB offices
- Prepare a billing insert on a sewerage subject
- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- Include sewerage system information in The Pipeliner (employee newsletter)
- Write and distribute 1 news release to media

•• As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## May 1997

### **Participate in:**

- 1 Neighborhood/civic association meeting
- 1 Environmental group meeting
- 2 Programs at elementary schools
- 2 Programs at middle schools
- 2 Programs at high schools (Including 1 "Career Awareness" Program)
- 1 Town Hall meeting conducted by members of City Council

### **Conduct:**

- 1 Senior citizen group meeting
- 1 National Drinking Water Week Program (Including participation at the Children's Museum, one featured speaker and 1 broadcast talk show appearance)
- 1 Public tour of sewerage system
- 1 Educational program for Employees

### **and:**

- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- Prepare information to be sent to organizations for inclusion in their group's newsletter
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## June 1997

### **Participate in:**

- 2 Town Hall meetings conducted by members of the City Council

### **Conduct:**

- 1 Media Tour of the Sewerage System, including demonstrations of smoke, video and dye testing, no-dig repairs and standard repairs
- 1 Educational/Training Program for Hotel Food Service and Restaurant Operators and Food Processors
- 1 "June is Garden Month" program
- 1 Educational program for Employees

### **and:**

- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- Write and distribute 1 Feature Lead to news media
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts

## July 1997

### **Participate in:**

- 1 Environmental group meeting or forum
- 1 Town Hall meeting conducted by members of the City Council

### **Conduct:**

- 1 Educational program for Employees

- 1 Public Tour of sewerage system

**and:**

- Prepare quarterly report or newsletter on sewerage projects to be distributed to customers as billing inserts and available at S&WB offices
- Update Home Page on Worldwide Web
- Coordinate the public affairs activities of all Sewerage & Water Board departments which have contact with the public or conduct public educational or environmental awareness programs
- Complete monthly tracking report
- Include sewerage system information in The Pipeliner (employee newsletter)
- Write and distribute 1 news release to the news media
- As necessary, advise public of anticipated and emergency repairs involving sewerage projects through Home Page, media releases, alerts and bulletins, phone center incoming calls, notification to homes or billing inserts.



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## **Public Education and Awareness Outreach Plan**

### **ADDITIONAL INFORMATION**

More information about the  
Public Education and Awareness Outreach Plan  
can be obtained by calling either:

**Robert Jackson, Director,  
Community and  
Intergovernmental Relations  
504-585-2167**

**Joe Puglia, President,  
The Public Relations Group Inc.  
504-482-9600.**

**Brenda Thornton, President  
CommuniRep Inc.  
504-283-6567**

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