

# JERSEY WATERWORKS CONFERENCE 2023

DECEMBER 13, 2023 | THE COLLEGE OF NEW JERSEY, EWING

The Value Of Water | New Jersey Edition

[www.jerseywaterworks.org](http://www.jerseywaterworks.org) [info@jerseywaterworks.org](mailto:info@jerseywaterworks.org)



# JERSEY WATERWORKS CONFERENCE 2023

DECEMBER 13, 2023 | THE COLLEGE OF NEW JERSEY, EWING



NEW JERSEY  
AMERICAN WATER



LiUNA!  
Eastern Region





**NEW JERSEY**  
**FUTURE**



# Communicating the Value of Water

Jersey Water Works Conference 2023  
10:45 am–Noon



# OVERVIEW

Open facilitated discussion between panelists and attendees.  
Participation welcome!

10:45am: Opening

10:50–11:00am: Who is in today's audience?

11:00–11:10am: Who's in your audiences?

11:10–11:25am: Listen/Learn: Distrust of Tap

11:25–11:40am: Listen/Learn: Worth of Water Workforce

11:40am: Pivot to Practical

A photograph of a city street that is completely flooded with water. In the background, there are traffic lights, street signs (one says 'Market St'), and buildings. The water is murky and reflects the lights. The scene is captured from a low angle, looking down the street.

# Who is in today's session audience?

- What do you identify as your biggest communications challenge?
- Think of a common pain point in your work.
- What types of messages/tools do you deploy to reach your audiences?

# Who is in your target audience?

- How do you classify your target audience?
- How does your audience differ in age, race, preferred language?
- Do you “meet them where they’re at”?
- How do your platforms relate to your audiences, and how do you differentiate messages per platform?
- How do you engage your audience in efforts or initiatives?

# Listen & Learn : Water Loop



EPISODE  
#180

with Manny Teodoro



**DISSECTING  
DISTRUST IN THE TAP**





# Listen & Learn : Dissecting Distrust in the Tap

- Today I learned...
- I hadn't thought about this before...
- This reminds me of...
- What do you believe as a result of what you heard?


# Listen & Learn :

## With many water workers nearing retirement, utilities seek a younger workforce

Elizabeth Trovall

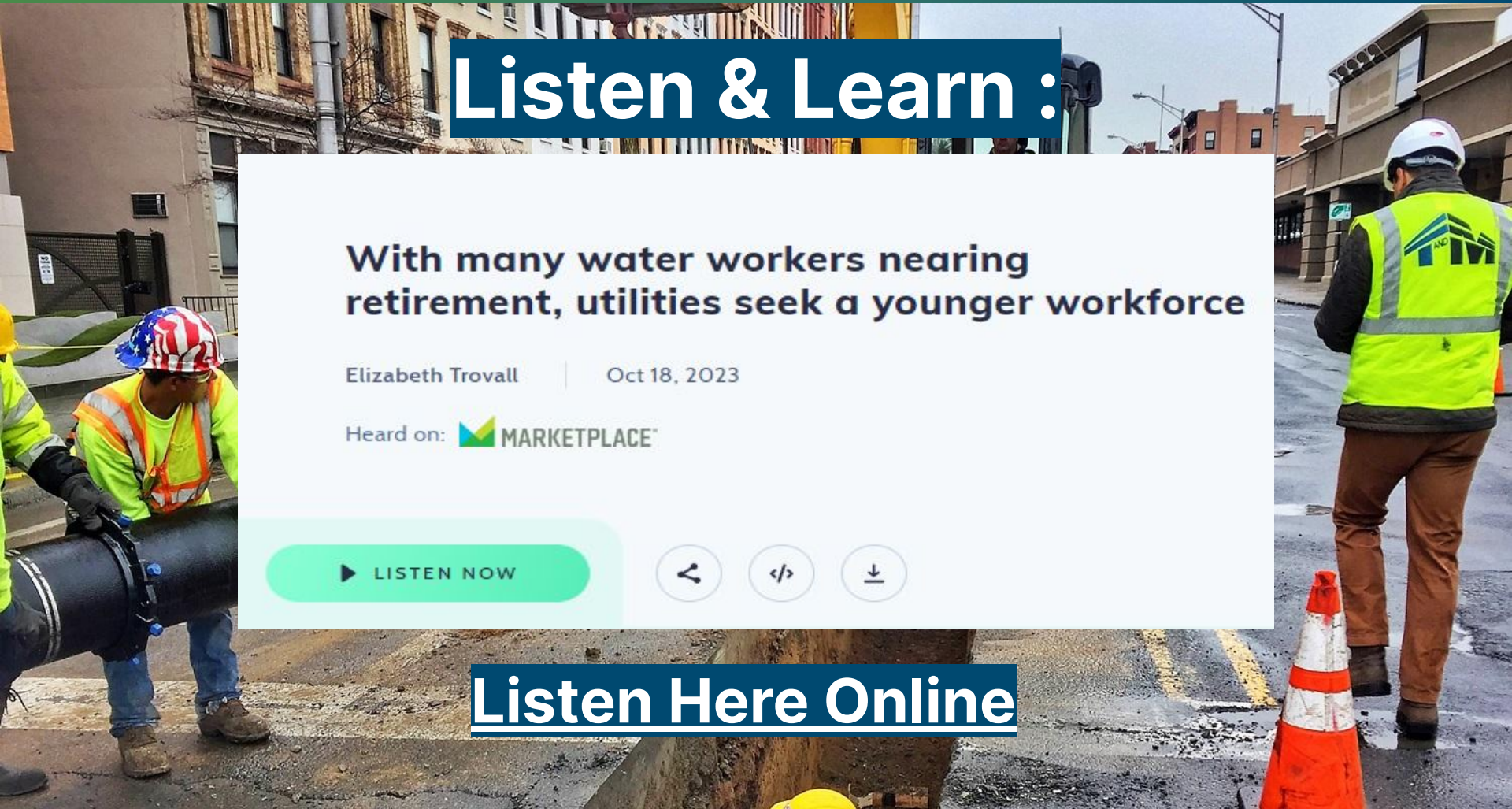
Oct 18, 2023

Heard on:  MARKETPLACE™

 LISTEN NOW



# Listen Here Online



A photograph of a city street under construction. In the foreground, a worker in a red, white, and blue American flag hard hat and a high-visibility vest is working with a large black pipe. To the right, another worker in a white hard hat and high-visibility vest stands near a yellow excavator. The street is lined with multi-story buildings and has several orange traffic cones placed along the edge. The sky is overcast.

# Listen & Learn : NPR Marketplace

- Today I learned...
- I hadn't thought about this before...
- This reminds me of...
- What do you believe as a result of what you heard?





# Pivot to Practical

BUT  
WE NEED  
YOUR  
HELP!



# JERSEY WATER WORKS

Smart infrastructure. Strong communities.



Effective and Financially Sustainable Systems



Empowered Stakeholders



Successful and Beneficial Green Infrastructure



Smart Combined Sewer Overflow Control Plans

A scenic view of a park with a brick walkway, a black metal railing overlooking a city skyline, and a wooden bench in the foreground. The city skyline is visible in the background, featuring several tall buildings, including the Empire State Building. The sky is blue with some clouds. The foreground shows a brick walkway and a wooden bench with a black metal frame. A blue banner with white text is overlaid on the bottom left.

**THANK YOU!**