



## Heart of the Valley Metropolitan Sewerage District

# HVMSD and Kane Communications

### History

Over the past several years, Kane Communications Group (formerly Leonard & Finco) has supported HVMSD with project related communications. Past work for both the interceptor and effluent disc projects included website updates, news releases, columns, social media posts for municipal members, brochures, door hangers, contact cards, participation in community events, media events and videos. The goal was to encourage public support by raising awareness of the need for the projects and demonstrating the planning, forethought and fiscal responsibility of the district.

### Outcomes

Proactive communications resulting from the partnership between HVMSD and Kane demonstrated foresight and care. Through early and ongoing outreach via public facing communication channels, HVMSD and Kane offered residents effective ways to stay informed, ask questions or share concerns. This transparent approach resulted in a minimal number of complaints directed at local elected officials.

Regular communications with media and local community groups demonstrated transparency, providing intended audiences with reliable, accurate information that built trust with HVMSD. The strong media turnout at your Effluent Disc Open House is a clear reflection of the media's sustained awareness and interest over time as a result of regular outreach.

*HVMSD has built good will with key audiences and the media. Maintaining this good will is vital to effective crisis management down the road.*

### Why Maintain Communications

**Issues management and crisis communications are a big part of our job.** A recommendation we make to all of our clients is to build your communication channels before a crisis occurs.

In today's world, communication is immediate. We pick up our phones and can find news and updates from trusted sources at our fingertips. What isn't readily apparent is how much time and effort those organizations have invested in building their credibility through communications.

Reliable, up-to-date communications channels build trust with an audience. People need to know where to go for the real story. In a crisis, reliable and trusted owned media—including a website and social media platforms—can be the deciding factor between confusion and clarity. In the absence of information, people make up their own stories.

**The internet is the place people go to research a potential employer.** Hiring challenges in today's world are real. For the last decade and more, hiring organizations have been implementing talent



attraction and retention strategies, because qualified employees are key to keeping things running smoothly. They know that the first two places that candidates go when searching for information about a company are its website and social media platforms.

Candidates use these tools to gain insight on what it would be like to work for you. Organizations that have informative, up-to-date websites create better recruitment opportunities. And organizations that proudly highlight their workplace culture, attract even more qualified applicants than those without them.

**Growing a social media presence extends your reach. It can even create community advocates to help amplify your education messaging.** There are times when you need the help of system end users to keep operations running smoothly. Think of fats, oils and grease (FOG) or inflow and infiltration (I&I) education; greater awareness can help keep things running smoothly.

Social media allows you to share important awareness campaigns, amplifies your message and can help recruit advocates to extend your reach even further. Regular outreach can also show taxpayers that you are being good stewards of public funds while meeting and exceeding the needs of growing communities.

## **Strategic Partnership**

**We serve as your strategic partner to extend your capabilities.** HVMSD and Kane laying the foundation today for tomorrow's needs.

**Our team has a clear mandate:** Get to know your organization, your industry and your unique style of working. We listen to learn and advise you based on your needs and our expertise. We effectively become an extension of your team without the cost of a full-time equivalent.

The Kane team can help you prepare now to ensure that you have clear communication channels when needs arise. Whether it's more effective crisis management, easier hiring or increased community engagement and support, Kane can help.

HVMSD has indicated an interest in quarterly website updates, regular news stories and the launch of a social media platform. These three channels are integrally related to each other, all supporting your key messaging.

Websites are considered owned media. This is where you can share your information your way, ensuring it is both accurate and that it demonstrates due diligence and thoughtful decision making.

Social media and news stories not only share your most important messages and build trust, they direct people back to your website, where people eventually learn they can find reliable, accurate information without external opinion or commentary, just the facts.

To maintain and expand upon the goodwill and trust built with key audiences, Kane proposes the following work for the next 12 months: :

- Quarterly website updates to ensure audiences have accurate and up-to-date information about HVMSD, its projects and operations



- Quarterly news releases focusing on key initiatives such as FOG, I&I, what not to flush and infrastructure maintenance investments
- Creation and management, with HVMSD oversight, of a LinkedIn and Facebook page designed to inform and educate end users (and media) and to serve as a talent attraction tool