

# Tapping into Success

Strategies for Effective Lead Service  
Line Replacement Communication



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# AGENDA

- About Elevate
- LSLR Communications Research
  - Background & Methodology
  - Recommendations
- Panel Discussion
- Q&A

# About Elevate

- Elevate is a 501(c)(3) nonprofit organization that works nationally and is headquartered in Chicago
- Elevate seeks to create a just and equitable world in which everyone has clean and affordable heat, power, and water in their homes and communities—no matter who they are or where they live



# Water Programs: Lead in Water

- **LeadCare Illinois** provides lead in water testing and education for child care providers in collaboration with IDPH and IEPA
- **LeadCare Cook County** offers LSLR for home-based child care facilities in suburban Cook County
- **LeadCare Complete** offers premise plumbing assessments and upgrades to mitigate lead in water at Chicago child care facilities
- Lead in water research and advocacy



Read more: [ElevateNP.org/Lead-in-Water/](https://ElevateNP.org/Lead-in-Water/)

# Background

LSLR Communications Research



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# Water can no longer be a “silent service”

Instead of their only interactions with residents being in a moment of crisis, utilities need to **proactively engage with their community** and foster partnerships that help fulfill their formational purpose: to protect public health through the provision of safe, clean, affordable drinking water.

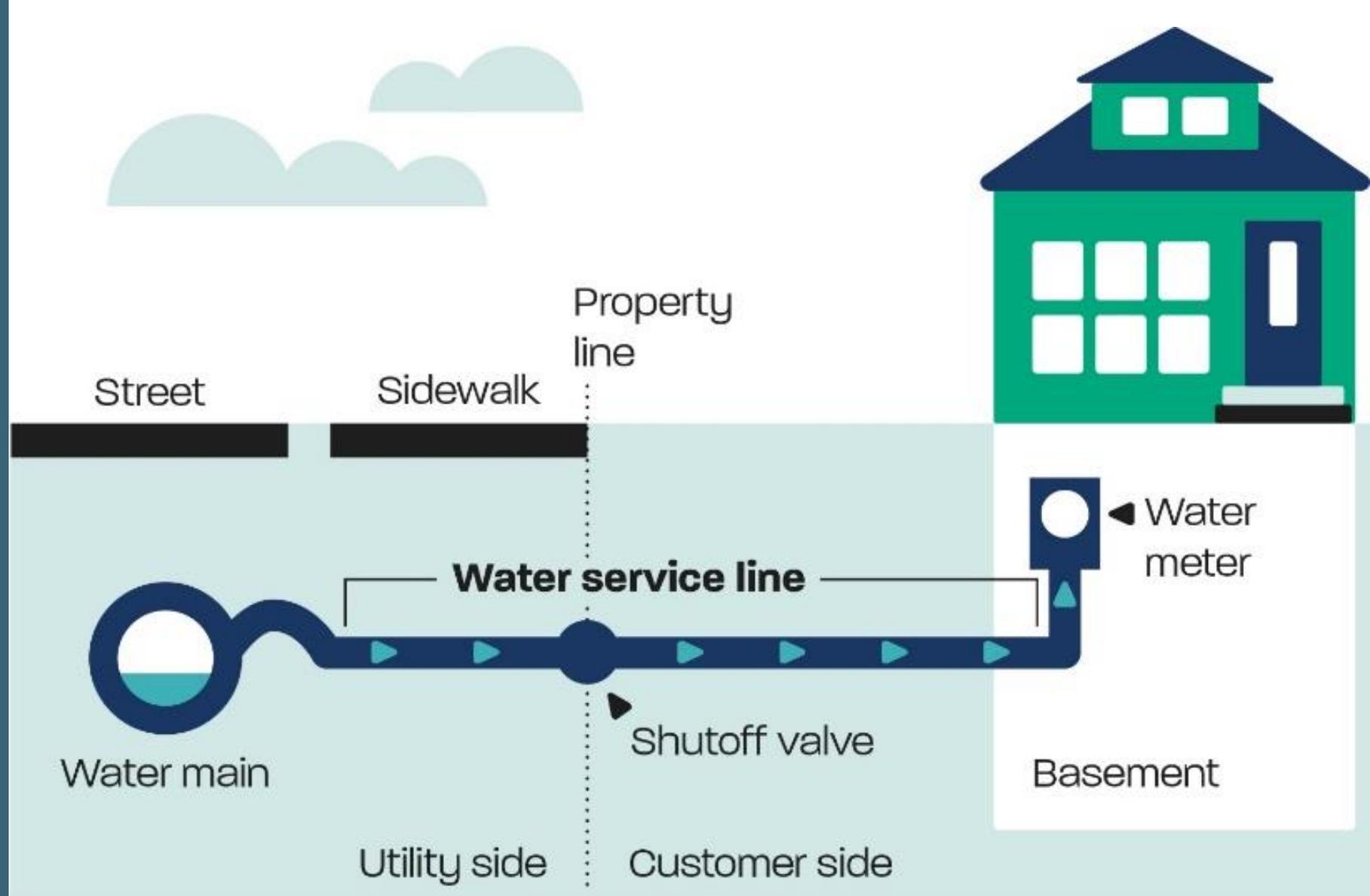


# Lead and Copper Rule Improvements

The proposed Lead and Copper Rule Improvements include required outreach:

- Notify and provide education to customers during water-related work that may disturb lead, GRR, or unknown service lines
- Translate public education materials into other languages upon request
- Notify individual households of tap sample results “as soon as practicable but no later than 3 days” (as opposed to “within 30 days” for pre-2021 LCR)
- And more!

# Challenges of LSLR Residential Outreach



# Methodology

LSLR Communications Research



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# Research Context & Goals

- Many excellent communications best practice guides exist
- Some municipalities have made significant progress on LSLR
- Share lessons related to community engagement, public education, and ongoing resident communications:
  - *What worked?*
  - *What didn't work?*
  - *Lessons learned along the way*



# Outreach Methodology

- Interviews with representatives of more than a dozen municipalities
  - Including municipal public works staff, city managers, consulting engineers, communications professionals, community orgs, and more
- Also spoke with residents, both awaiting replacement and those whose line was recently replaced
- All interviews conducted using a virtual meeting platform



# Recommendations

LSLR Communications Research



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# Strategies for Effective LSLR Communication

1. Communicate a sense of urgency, not emergency
2. Center the customer in your communications
3. Diversify communication channels
4. Build community trust
5. Be visible beyond times of crisis
6. Make it personal, go door to door
7. Keep it simple
8. Find the right person for the job
9. Involve residents in the process, from planning through restoration
10. Consider ordinances and other legal tools



**Read more:** [ElevateNP.org/Lead-in-Water/](https://ElevateNP.org/Lead-in-Water/)

# Panel Discussion

## **Ramona Flanigan**

City Administrator

City of Edgerton, Wisconsin

## **John Davis**

Project Manager

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