



Water Revitalization Plan

Stakeholder Advisory Group

Meeting #4 at The Discovery Center

April 24, 2024



PHILADELPHIA
WATER
— DEPARTMENT —



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- This meeting is being audio recorded to accurately capture meeting minutes.



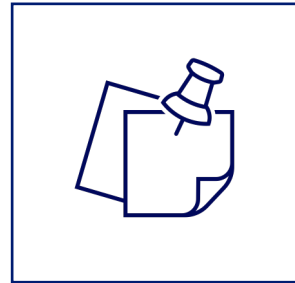
Meeting Overview and Objectives



Welcome &
Icebreaker



Group Activity



Community
Listening
Sessions



Breakout
Session



Wrap Up



Water Revitalization Plan

Welcome & Icebreaker

10 minutes

- Meeting #3 Survey Results
- Icebreaker Activity

Quick Recap of Meeting #3 Survey Results



- Six responders out of ten attendees
- General positive sentiments around knowledge of the Water Revitalization Plan and promoting future events such as Community Listening Sessions
- Attendees find value in breakout sessions and more open discussion

Icebreaker Activity – 10 Minutes



Please take a couple of minutes and be ready to share:

- Name & pronouns
- District/Neighborhood you are representing on the SAG
- Your favorite memory related to water or how you feel most connected to water





Water Revitalization Plan

Group Activity

20 minutes

- SAG Outreach Ideas
- Brainstorming Activity

Outreach Ideas – What You Shared

Media/Communication Ideas

- Multiple rounds of communication
- Local publications
- Paper mailers/notices in mailboxes and telephone poles
- Traffic advisories - Route 1 ramps
- Distribute materials at schools, businesses, and public libraries
- 3D Model of SRX – display at schools, libraries, RCO meetings
- Bus stops signage, SEPTA ads
- Radio
- 1-800 number and dedicated email address
- Translation services
- Digital media/social media
- Educational material aimed at children

Key Messaging Themes*

alternative drinking water supply
updated water infrastructure
long term clean safe water
improved water quality and service reliability
climate resilience
water accessibility
21st century water revitalization
upgrading service

*Built from interactive word cloud activity



Group Activity - 20 Minutes



Building better materials to promote the Water Revitalization Plan (WRP)

- If PWD asked YOU to turn this into a flyer about the plan, what information would you make sure to include?
- What information is missing?
- Is anything difficult to understand? How/where would you make the wording clearer?



Water Revitalization Plan

Community Listening Sessions

10 minutes

- Key Takeaways
- Upcoming Events
- Group Discussion

Community Listening Sessions Updates

Help us hold the best CLS yet!



Event Details:

Monday, May 13th, at the Discovery Center

- Family-friendly activities: 4-6 p.m.
- CLS presentation: 6-7 p.m.

This **family-friendly** event will still include the same great material from previous Community Listening Sessions in an accessible, interactive environment, featuring music, facepainting, learning activities, snacks, and more!



Community Listening Sessions Updates



What's gone well:

- Positive feedback from attendees overall
- Gaining a sense of community questions/knowledge gaps
- PWD educational materials positively received

What we've learned:

- In-person attendance can be a challenge
 - RCO meetings supply a built-in audience but are limited in their accessibility
- Can explore more ways to keep our community engaged

Upcoming Community Listening Sessions

Date	Time	Venue
Monday, April 29	7:00 p.m.	Starr Garden
Wednesday, May 1	7:00 p.m.	Bartram's Garden
Thursday, May 2	6:30 p.m.	Drexel's Dornsife Center
Monday, May 13	4:00-7:00 p.m.*	The Discovery Center
Wednesday, May 15	12:30 p.m.	McPherson Square Library

*Combined with family-friendly event. CLS begins at 6:00 p.m.



Group Discussion



Increasing the Reach of Community Listening Sessions

- Aside from social media, how would you recommend PWD spread the word about the upcoming Community Listening Sessions?
 - Starr Garden
 - Bartram's Garden
 - Drexel's Dornsife Center
 - McPherson Square Library



Breakout Session

35 minutes

- Breakout Sessions
- Reconvene to Share Ideas & Learnings

Your Advice for PWD

- **Continue to build trust with communities through transparency, information sharing, and active listening**
- Share details of plans when appropriate & possible
- Include more robust information related to project impacts – the “who, what, when, how” narrative
- Avoid using jargon when describing projects and impacts
- Develop and distribute PWD 101 resources
- Open lines of communication between SAG members & PWD to encourage open sharing of community needs and concerns
- Communicate more around safety of water during projects and information about the overall water treatment process for better understanding



Breakout Session



Building Trust Within Your Communities

- What are some additional ways PWD could build trust with your community?
- How can we better help residents understand the importance of the Water Revitalization Plan?
- Ideas to ensure communities have awareness and trust around the safety of drinking water.

Breakout Session – Learnings Share Out



Building Trust Within Your Communities

- What are some additional ways PWD could build trust with your community?
- How can we better help residents understand the importance of the Water Revitalization Plan?
- Ideas to ensure communities have awareness and trust around the safety of drinking water.



Wrap Up

5 minutes

- Future Meeting & Engagement Opportunities
- Meeting Survey

Wrap Up

Upcoming SAG Meetings

SAG Meeting #5

- July 31, 2024
- 6:30-8:00pm
- Location TBD

SAG Meeting #6

- October 30, 2024
- 6:30-8:00pm
- Location TBD

Additional Engagement Opportunities

Queen Lane Water Treatment Plant Open House

- May 4, 2024 (Rain Date: May 18, 2024)

Philly Water Bar Events (COMING SOON)

- Starting again in June
- More info on planned events [here](#).

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Survey

Your feedback is important to us!

Please take a few minutes now to complete the meeting survey.



Use this QR code to complete the
SAG Meeting #4 Feedback Survey





Questions?

Water Revitalization Plan landing page:
water.phila.gov/projects/revitalization/

Email support:
WRPsupport@phila.gov



Thank you!