



2024 Water Revitalization Plan Stakeholder Advisory Group Meeting Summary

Meeting No. 5: Wednesday, July 31, 2024

Location: PWD’s Headquarters (1101 Market Street)

Meeting Attendees:

WRP Stakeholder Advisory Group (SAG)	Philadelphia Water Department (PWD)
<ol style="list-style-type: none"> 1. Lindsay Christinee (she/her) 2. Richard Lampert (he/him) 3. Su Ly (he/him) 4. Ted Mullen (he/him) 5. Joanne Reilly (she/her) 6. Corey Wills (they/them) 	<p>Michelle Bailey (she/her) Laura Copeland (she/her) Jesse Debes (he/him) Amy Hopf (she/her) Richard (Rick) Orlosky (he/him) Sayana Saji (she/her)</p>
<p>Absent</p> <ol style="list-style-type: none"> 1. Kayla Akpan (she/her) 2. Mithun Das (he/him) 3. Lucinda Hudson (she/her) 4. Rozell Kenney (she/her) 5. Raymond Lucci (he/him) 6. Dr. Joi Spraggins (she/her) 7. Walter Threadgill (he/him) 8. Cheryl Tse (she/her) 	<p>Others:</p> <p>Jenny Gain (she/her/they/them), Brown and Caldwell Anna Kloiber (she/her), Brown and Caldwell Katelyn Singh (she/her), Brown and Caldwell Megan Smith (she/they), West Cary Group Melody Wright (she/her), Say/Do</p>

The meeting convened at 6:30 p.m.

Summary of meeting activities and discussion:

- Welcome from Laura Copeland
- SAG members self-introductions (name, pronouns, and district/neighborhood they are representing on the SAG) and icebreaker responding to the following question:
 - How have you engaged with your local community or neighborhood, related to the Water Revitalization Plan (WRP) or otherwise, since our last SAG meeting?
- WRP Fact Sheet Review
 - Overview – Rick and Megan provided context and introduced the new WRP fact sheet.
 - PWD transformed from the WRP 13-pager to shorten and simplify it based on SAG feedback collected during the April SAG meeting.
 - Rick and Megan recapped the SAG members’ feedback and shared an overview of key elements in the new WRP fact sheet.
 - Group Activity – SAG members broke into two small groups to discuss the following questions:

- Is there anything specific in the text that remains unclear as it relates to the WRP program overall, benefits, etc.?
- What is your key takeaway about the benefits of the WRP for Philadelphia?
- How do you anticipate using the new & improved flyer to spread the word about the WRP in your community?
- Ranking: Help us choose the footer image on page 1. (*PWD provided SAG members with five options for potential footer images to include on the first page of the WRP fact sheet and asked SAG members to individually rank their top three selections.*)
- Comments/feedback shared by Group #1 (Lindsay, Su, and Ted):
 - Add a scale to the map.
 - Add timeline or approximate dates for key projects.
 - Reword/clarify mentions of “400 projects” to provide more context. (Otherwise, this statement may raise concerns.)
 - Add clarity about creating jobs (what type, how many)
 - Change arrow pointing to “PWD 29th St. Facility”, which currently may appear to depict a street.
 - Mention whether/how WRP projects address climate change.
 - Clarify the anticipated useful life of new WRP facilities.
 - Clarify the statement around “minimizing cost”, which may mistakenly sound like ratepayer can expect lower bills in the future.
 - Consider explaining the benefit of PWD being a publicly owned utility (vs. an investor-owned utility)
- Comments/feedback shared by Group #2 (Corey, Richard, Joanne)
 - Adjust copy to promote readability.
 - Revise introductory paragraph to more simply tell the story; e.g., “Philadelphia was one of the first cities in the U.S. to deliver clean drinking water to its residents. Now, to be sure we can continue to serve future generations...”
 - Consider opening the fact sheet by framing the importance of reliable drinking water (a 24/7 service).
 - Add QR code on both sides, if possible.
 - Maintain ADA compliant color scheme for map of key projects.
 - Mention that project-specific contact information is available on construction pages.
 - Consider clarifying that “Queen Lane Raw Water Pump Station” is locally known as “Gustine Lake Pump Station”. Gustine Lake existed in that location from the late 1800s to 1960s, and East Falls residents continue to know it by that name.
- For the fact sheet footer image, Image C (smiling child holding a PWD water bottle) was the highest-ranking selection.
- WRP Projects - Setting the Stage

- PWD’s construction pages overview – Amy and Anna demonstrated how to access PWD’s construction project pages (<https://water.phila.gov/projects/>) and find information about individual projects.
- Amy shared information on PWD’s standard for issuing community notifications (letters and digital communications) regarding upcoming construction projects.
- A SAG member suggested adding a direct link to WRP projects as part of the “Water Revitalization Plan” dropdown list at the top of PWD’s construction pages ribbon.
- Six-Month WRP Key Project Look Ahead
 - Jesse presented an overview of the Somerton Transmission Piping project, which is the sole WRP project planned to begin construction within the next six months, and summarized four other projects that are anticipated for construction starting in Spring/Summer 2025.
 - Jenny described the concept for infographics that will be developed to simply summarize the purpose/value of the four categories of WRP projects described in the WRP Fact Sheet map (i.e., pump stations, water treatment plants, water transmission mains [pipelines], and storage). The intent of these infographics is to provide Philadelphia residents with a common understanding of how the WRP projects are important for improving continued reliable water service. The first of these infographics was developed for pump stations and presented to the SAG for feedback.
 - A SAG member suggested changing the icon intended to depict homes (bottom right corner) and noted that the current icon could be mistaken as tombstones.
- Breakout Session – Pump Station Outreach
 - Due to time limitations, this breakout session was deferred.
- Wrap Up: Upcoming events:
 - Next SAG meeting: Wednesday, October 30, 2024; 6:30-8:00 p.m. (location TBD)
 - SAG members, please save the date on your calendars!
 - Philly Water Bar events: August 7th & 14th; 12:00-1:00 p.m. at City Hall Courtyard
 - Delaware River Festival: September 18th; 10:00 a.m.-4 p.m. at Penn Landing
 - Fall/Winter Community Listening Sessions: information coming soon

Other discussion points:

- The meeting adjourned at 8:00 p.m.
- The next meeting of the 2024 Water Revitalization Plan SAG will take place on October 30, 2024.