

PUBLIC AWARENESS

Our fifth key outcome is for public awareness and understanding of the MWMC, the regional wastewater system, and the MWMC's objectives of water quality and sustainability.

The MWMC's Communications Team works to raise awareness of the MWMC by engaging ratepayers, partner agencies, and the broader community on the MWMC's mission and related sustainability efforts. The team also educates stakeholders on how they can contribute to protecting our waterways.

This work is important because it builds trust amongst community members and partners in the MWMC's ability to consistently provide high-quality wastewater services and protect our community's health and environment. Outreach and education efforts also drive positive behavior change that helps prevent pollution to our waterways and extends the life of our community's shared wastewater infrastructure.

The MWMC's outreach efforts are guided by our [2021 Communications Plan](#), which outlines our goals, objectives, target audience, and specific strategies and tactics to reach them. The plan has been developed and updated based on several rounds of market research and analytics.



FOCUS AREAS



COMMUNICATIONS PLAN



SOCIAL MEDIA CHANNELS



MWMC E-NEWSLETTERS



POLLUTION PREVENTION



PUBLIC TOURS



CLEAN WATER UNIVERSITY



LOCAL EVENT SPONSORSHIPS