



COMMUNICATIONS MATERIALS, RESOURCES

Communications for Temporary Change in Disinfectant, March 4 – April 1

Tools/Materials	How they will be used
4-page fact sheet overview	Provide to Board, City leadership for sharing with Council members, handout for tours
Updated web pages: NTMWD.com/safewater	New web pages on NTMWD.com with updated messages, materials go “live” Jan. 21 (old microsite message with redirect to NTMWD)
FAQ infographic	Brief overview to address most common questions in one page visual ; post online and use in presentations
Long-form FAQ	Potential hand out and post online
Process infographic	Visual to show steps of treatment process and how only change is stopping ammonia feed for 30-day period; online, presentations, fact sheet
Steps you can take if sensitive infographic	Visual with steps people can take if sensitive to taste, odor, skin contact; online, presentations
Who to contact/testing guidelines infographic	Visual flowchart/graphic to explain where to find info , who to contact with questions (start with cities), and guidance on independent testing ; online, presentations
Core messages document	To arm city staff with consistent messages to use in response to questions (social media, emails, call center staff, etc.)



COMMUNICATIONS TIMELINE

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Date	Activity
Jan. 16	Review with city communicators, receive final feedback
Jan. 21	New web pages on NTMWD.com with updated messages, materials go “live” (old microsite message with redirect to NTMWD site)
Jan. 24	Communicate plans, provide packet of materials to Board of Directors
Jan. 28	Tom to present info to Member City Managers at monthly breakfast (provide packets and extra copies of fact sheets for Council members)
Jan. 31	News release for 30-day notice requirement
Week of Feb. 4	Media briefings (focus on Community Impact, Star Local, Herald Banner reporters)
Feb. 5 (1:30 pm)	Tour/briefing for County Health agency reps (ask to inform health providers)
	Notify local legislative staff
	Include notification and link to online info in News Stream eNewsletter
	Cities arm utility billing specialists/call center reps with info



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Feb. 15	Water Treatment Plant tour, briefing for city officials (focus on water quality) – PLEASE HELP ENCOURAGE PARTICIPATION even if they've been before
Feb. 25	Second news advisory reminder – one week before start
March (ongoing)	Post test results online for chlorine levels: daily average from plant, weekly delivery points, plus DBP monthly data (starting with last December)
	Respond to emails, calls, social media comments, media questions (asking for city assistance – strength in numbers)
	Third-party support:
	– TCEQ report from last year posted online
	– TCU Professor Becky Johnson (confirm, support process)
	– County Health Agency Reps (for medical questions)
	– Toxicologist Dr. Scott Phillips (videos addressing common medical concerns)