

Summary of Services

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**RESOURCE
TRENDS**
INC.

Services Brief

Resource Trends services create a more integrated and efficient approach to utility management based on 20 years of client work and learning with large and small water utilities. This approach uses branding principles to construct a planning and communication framework that addresses common challenges, including transparency, culture, politics, sufficient investment, outreach, and community relationships.

Enhancing Strategic Information

Facilitating Substantive and Easy to Read Strategic Plans that are cost effective and establish a roadmap that communicates major standards, future challenges, and pending policy decisions.

Improving Investment Proposals which are often too technical and difficult to read. Resource Trends applies the structure in the Utility Branding Network tool “Making a Compelling Argument for Investment” to make it easy to understand major investment proposals, rate cases, and project briefs.

Filling Critical Messaging Gaps by developing an umbrella narrative that marries the utility’s business values with important standards. This brief helps the audience appreciate the planning and investment issues facing utilities. It also establishes a framework for drafting specific messages on critical issues, including climate change and water supply reliability, unregulated contaminants, and rates affordability.

Increasing Outreach Effectiveness

Developing Communication Standards that define desired outcomes for content and outreach activities. These standards apply to customer service, customer communications, and communications targeted to strategic audiences (those making or influencing policy decisions). Standards are a valuable tool for eliminating ineffective activities, setting priorities, and elevating the communication function.

Auditing Communications by using agreed-up standards to evaluate and refine content, critical messages, outreach activities, and priorities.

Drafting A Strategic Communications Plan based on the results of the communication audit.

Strengthening Strategic Relationships

Making It Easy to be Substantively Informed by launching Influential Public Outreach Programs (IPOP) that deliver brief information on activities, standards, investments, and accomplishments.

Holding a Yearly Water Summit that brings together influential community leaders to network and hear the latest information on critical water issues (with emphasis on networking).

Building Culture, Leading Change

Building a Standards-Driven Culture by working with GM’s to fully understand the integrating power of standards and helping them shepherd a standards-drive culture over time. This process involves implementing simple behaviors that emphasize standards in problem-solving, investment proposals, succession planning, and building community relationships.

Helping GM’s Lead Change by clearly defining GM roles for advancing new practices.

Encouraging Industry Networking

Facilitating the Utility Branding Network which helps public affairs and technical staff work together internally and with other utilities on implementing branding and more strategic communications.

Holding General Manager Forums that provide a safe environment for sharing accomplishments and challenges related to management practices, politics, investment, and community relationships.