



SITUATION:

By law, water quality reports are required to be distributed to every water user; this can be by notification with an online posting or by US postal service. Pendleton, OR had decided to use Goldstreet for the development of their report in 2015. As the project team dug into the project a bit, the team realized there was an opportunity to really change up their report and capitalize on the opportunity to reach out and connect with residents. The City was in the middle of finalizing master plans for coming years as well as deciding on changes to how they handle stormwater as it relates to customers and billing. City was investing in postage and the report in the first place, so why not capitalize on the opportunity and offer a high quality piece introducing and reviewing key topics for the City.

SOLUTION:

Goldstreet analyzed the content provided by the City and simplified the language so the engineering speak was removed and simple content was left so customers could connect and understand the features and hard work the City was doing to provide high quality water, especially in a drought. The booklet also included the basics on stormwater and wastewater issues with fun and easy to read graphics. The required water quality information was intertwined in the booklet too providing a comprehensive yet fun mailer.

RESULT:

The water quality reports were distributed by mail and delivered to every customer's mailbox. The report invited and encouraged the reader to voice comments on water and other topics. Several phone calls were made into the City commenting on the quality of the reports and their content. What was most amazing about the response was that at the next City Council Meeting, positive comments were made thanking the Council for a wonderful report and information. For the very first time, the City ran out of copies of the report due to more people taking copies at the routine public distribution points.

To keep up with the demand, the City ordered additional reports for distribution at public outreach events, other City Council Meetings and to have on hand when requested. Klaus Hoehna, City of Pendleton Regulatory Specialist, summed up the feelings of various City officials, "This report is eye-catching throughout! It really captured the reader's attention. Goldstreet was able to take typically mundane information and present it in a professional, yet very simple, eye-pleasing and fun way!"

