

Communicating with EFC Dashboards

Stormwater and Green Infrastructure Finance

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Julia E. Cavalier, P.E.



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Dedicated to enhancing the ability of governments and other organizations to provide environmental programs and services in fair, effective, and financially sustainable ways through:

- Applied Research
- Teaching and Outreach
- Program Design and Evaluation



How you pay for it matters

Goal of EFC dashboards

- "These free, interactive Rates Dashboards are designed to assist utility managers and local officials to compare and analyze [stormwater] rates against multiple characteristics... All of this information is provided free of charge on our website."

2018-2019 NC Residential Stormwater Utility Fee Dashboard

Enter Origin City

Asheville

Select Comparison Group:

All

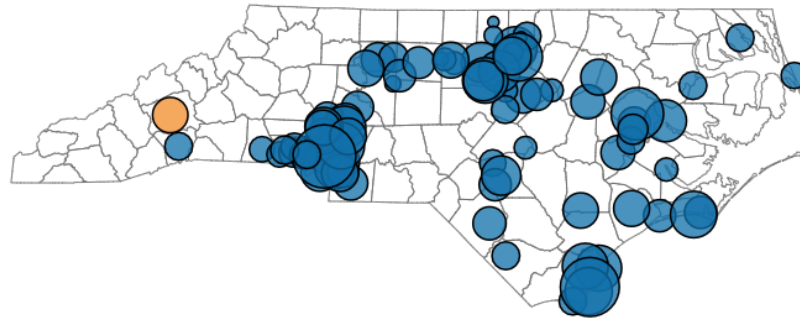
Select Impervious Area

3,000 Square Feet



Normalize Revenue by Population?

Don't Normalize



**Circles sized by fee amount*

Who is the audience?

- Utility staff
- Financial staff
- Board members
- Customers



Which rates?

- “It does not matter if the cost drivers come from the wastewater, drinking water or stormwater side of the cycle – the ratepayers who bear these costs typically see them as a single water bill, and a rising one at that.”

(Mehan & Gansler, 2017)

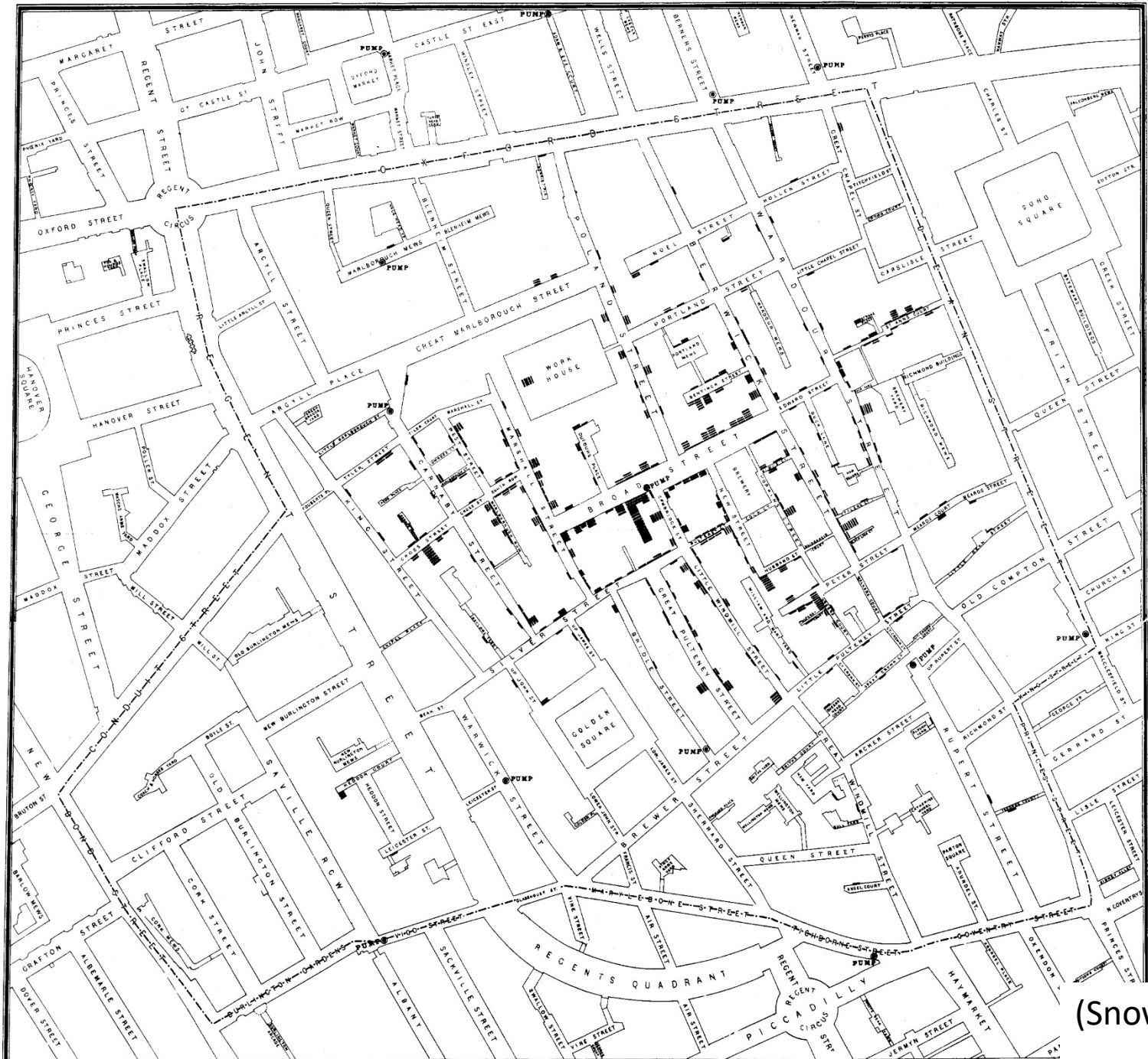
What do decisionmakers need?

- How much will it cost?
- Is the cost justified?
- Do I trust you?
- Tell me a story...

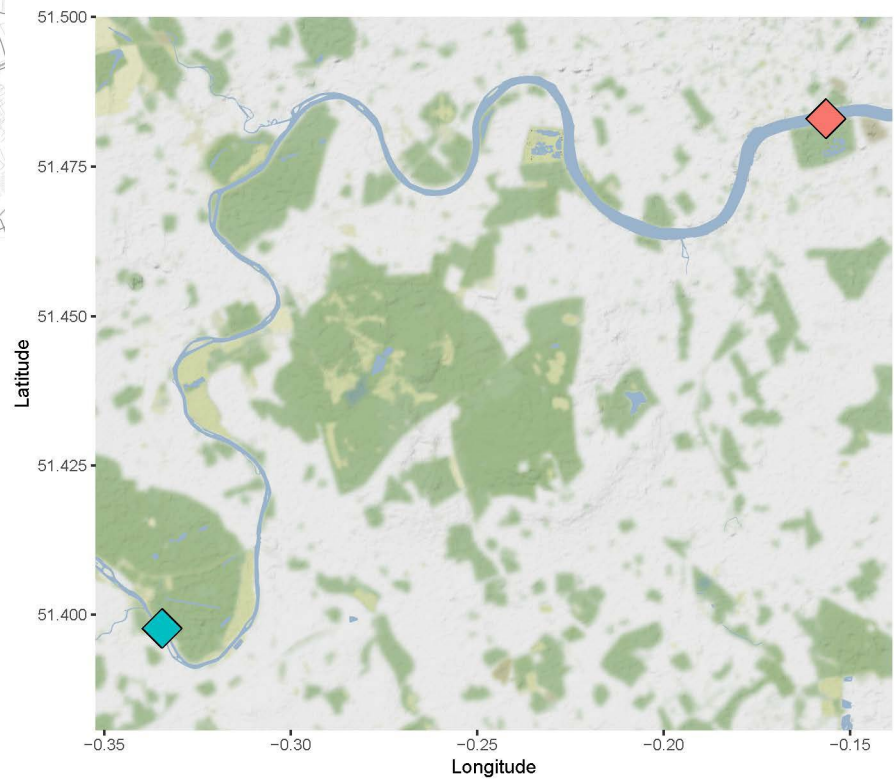
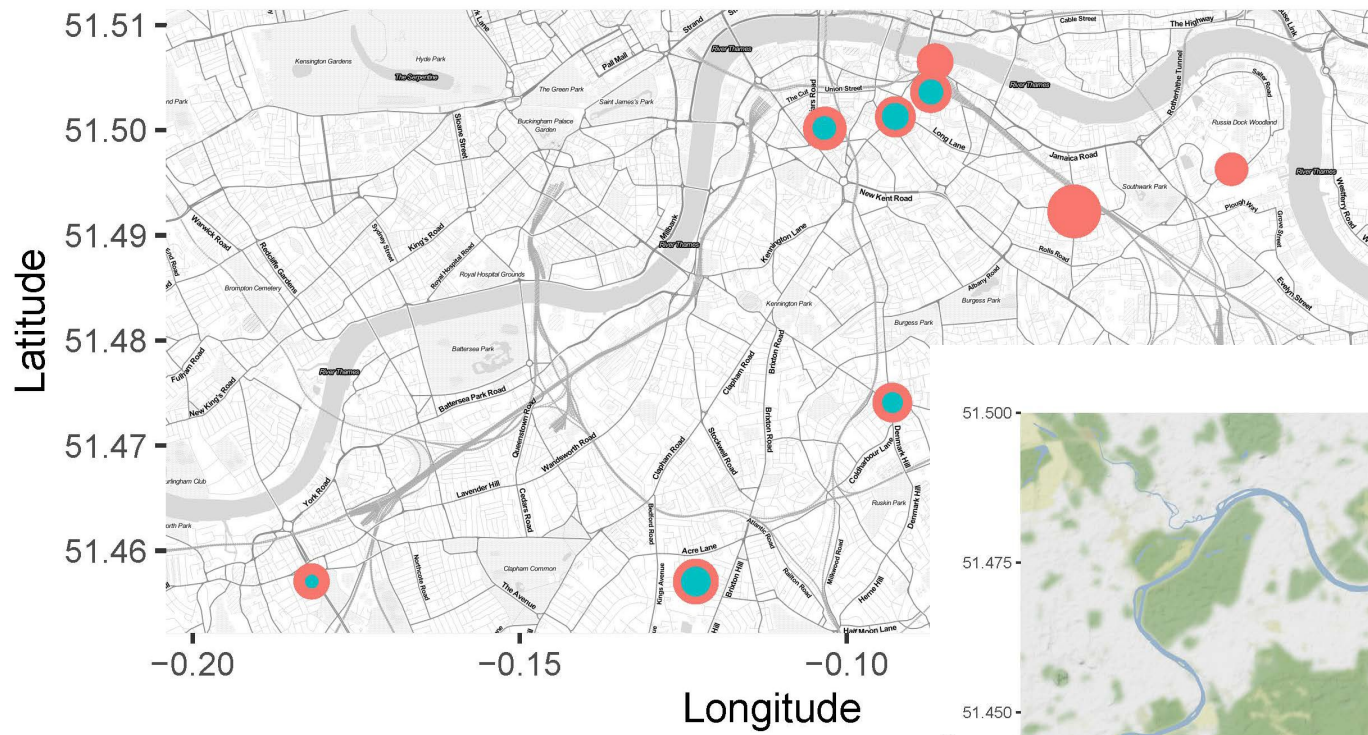


TELLING A STORY





(Snow, 1855)



COMMUNICATING WITH DECISIONMAKERS



Communications framework

- Message
- Target audience
- Messenger
- Channel
- Format of the message

(Dodson, Geary, & Brownson, 2015)

Trust

- Ongoing relationships
- Actionable messages fine-tuned to target audience
- Online interactive tools



Utility finance needs

- In 1956 – 75 years of too cheap water
- Increasing costs
- How does it impact your customers
 - Your customers aren't average
 - Tell their stories

(Murdoch, 2017)

HOW DO STORMWATER DASHBOARDS SUPPORT YOU?



How calendar fits for work group / Roles

Calendar mechanics

What is it?

Gathering data

Advertising tactics

Role of mass

Change tactics

What events qualify

Why go to events? how to find out?

etc. def.

A large collection of white sticky notes with yellow tabs, organized into clusters on a light blue board. The notes contain various text fragments related to the handwritten headings.



Big Picture

I like to see the most important information at a glance. If I want to know more, I'll check out the source myself - I'm a click on the links kind of person. I don't like pop-ups or add-ins that distract from what matters.

Straight to Inbox

I want information to come to me. I subscribe to listservs so I can stay connected with my network. I don't go looking for information about events; if they're important, they'll end up in my inbox.

I like

I do

I am

Time manager

I'm practical and concerned with logistics. The where/when of an event is more important than the what. I have a busy schedule, and I want to attend events that are worth my time.

Teacher

I already have a number of technology skills, and I work part-time teaching these skills to others. I recognize some of my own workshops on the network calendar; I'm already involved, without even realizing it.

Innovator

I like technology and I know how to use it. I'm comfortable learning new skills, and I learn fast. I embrace the new and keep an eye on changing trends. I want to be on the cutting edge of my field.

Student

I take classes at UNC-SILS, and I'm working on my digital humanities certification. I want to learn more, so I'm interested in events where I can pick up a new skill. Digital humanities is very hands-on, so I'd prefer to attend workshops.

PULLING IT TOGETHER



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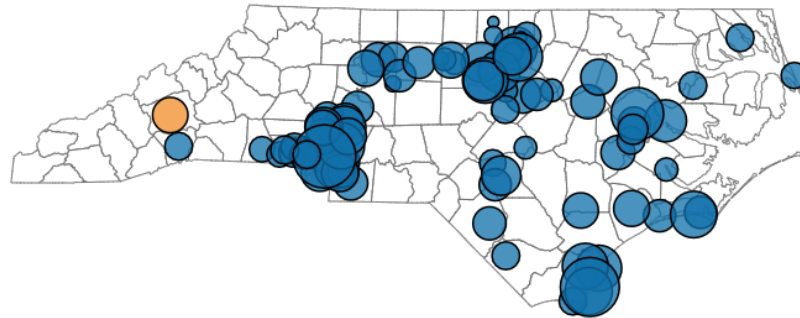
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How do you communicate?

- Right now we want to understand how you work
- Board members
 - What do you use to communicate?
 - What data convinces them?



Call to action

- What do you want to know?
- Can you spare an hour?



Julia Cavalier, P.E.
jbeth@live.unc.edu

Environmental Finance Center at the University of North Carolina
School of Government, Knapp-Sanders Building
CB #3330
Chapel Hill, NC 27599-3330
USA



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