

# Communications Update

David Morris  
Public Affairs Manager  
June 17, 2015

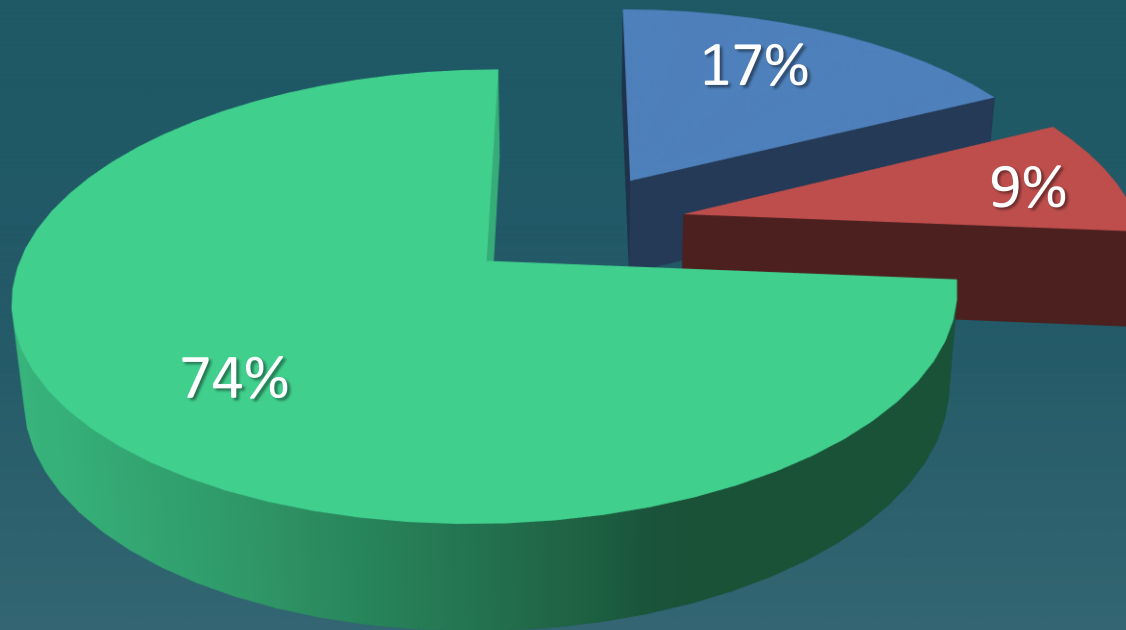


Albuquerque Bernalillo County  
Water Utility Authority

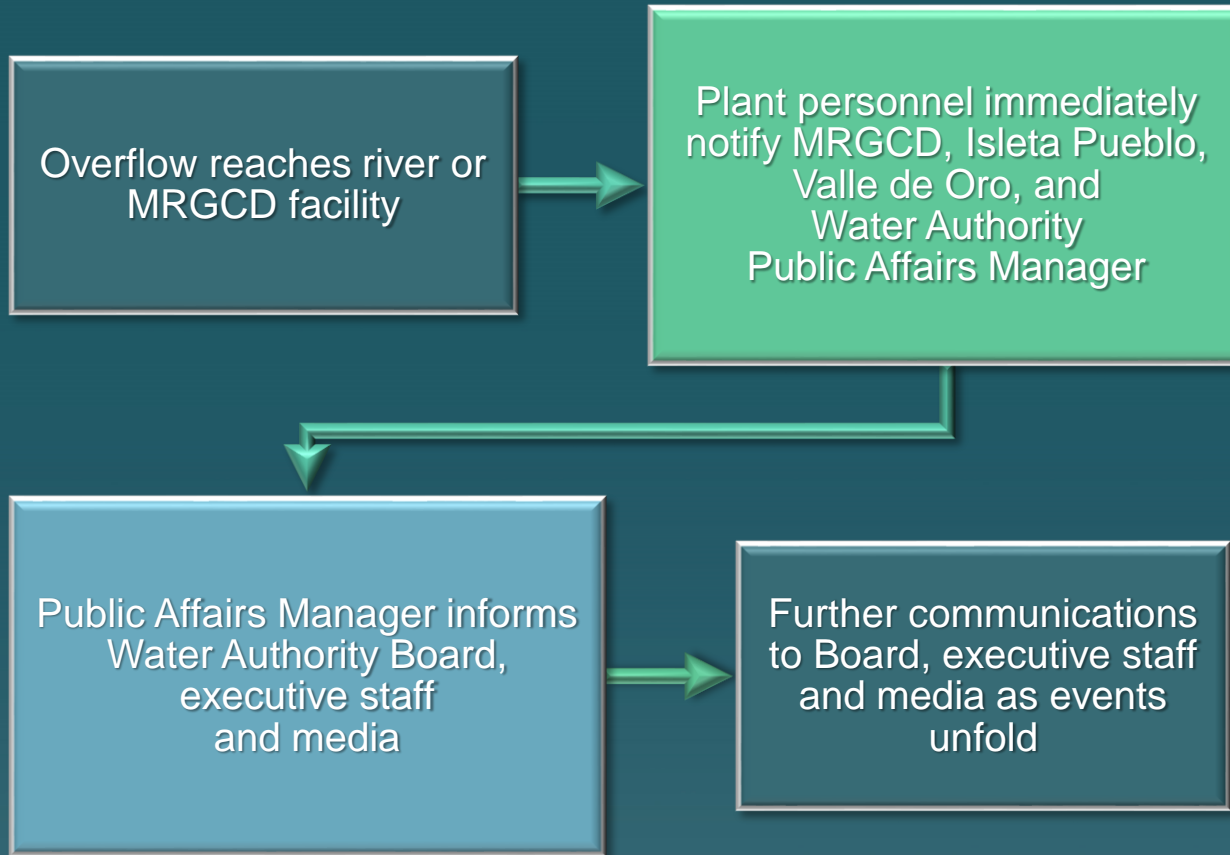
# First Quarter CY Media Report

News Coverage, January-March: 114 Stories in All Media

■ Positive Stories   ■ Negative Stories   ■ Neutral Stories



# SWRP Spill Communications



# Other Emergency Communications



Field/plant operations inform Public Affairs Manager of emergency (e.g., major arterial closure)

Public Affairs Manager informs executive staff and Water Authority Board that a press announcement regarding the emergency will be forthcoming



**MEDIA ALERT:**  
**EAST-BOUND MENAUL TO BE CLOSED BETWEEN UNIVERSITY & BRYN MAWR**  
*Sewer Line Replacement Could Take Up to a Month*

Contact: David Morris, 505-264-5693

**WHAT:** ROAD CLOSURE OF ALL EASTBOUND LANES OF MENAUL  
**WHERE:** BETWEEN UNIVERSITY BOULEVARD AND BRYN MAWR, WEST OF CARLSLE  
**WHEN:** CLOSURE SCHEDULED TO BEGIN FRIDAY MORNING, MAY 29  
**HOW LONG:** UP TO A MONTH  
**WHY:** SEWER LINE REPLACEMENT

**DETAILS:** The Water Authority will be closing eastbound lanes of Menaul between University and Bryn Mawr starting on May 29 in order to replace approximately 600 feet of 36-inch sewer line originally installed in the 1960s. A portion of the line, which is buried about 35 feet deep, collapsed on May 23. Detours will be in place and access will be provided to adjacent businesses. However, commuters are advised to avoid this area. TLC Plumbing will serve as the contractor for the work.

Public Affairs Manager issues press announcement


# 2015 Publications



# Current Advertising Campaigns



# Upcoming Infrastructure Advertising Campaign



**IF WE DON'T PAY FOR IT NOW...**

**WE'LL PAY FOR IT LATER**

This July, all of us will be paying a little more for water and sewer services — about \$X.XX per month for the average household. But this small increase will mean big fixes for our aging water system.

Like many communities, we've got a lot of work to do where infrastructure is concerned. Some 24% of Albuquerque's water pipelines are more than 50 years old. And parts of our sewage treatment plant have been on the job more than six decades. We must invest more in fixing and updating our water and sewer systems, and that's what this rate increase is for.

The longer we wait, the more fixes we'll face — and the more problems we'll be passing on to future generations.

**So, if we don't pay for it now... We'll pay for it later.**

**Water Utility Authority**

For more information on infrastructure renewal, visit the Water Authority's website: [abcwua.org](http://abcwua.org)



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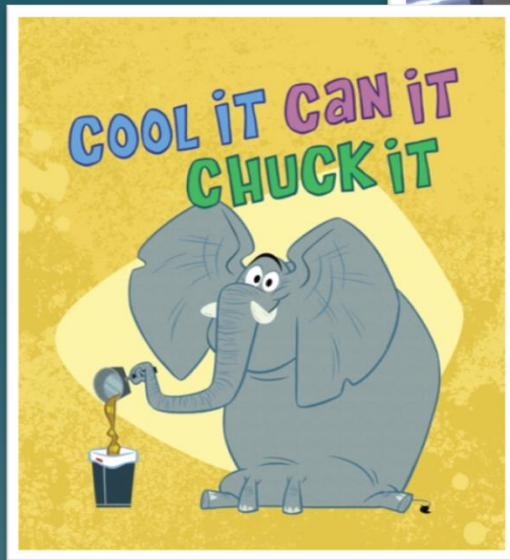
**Water Utility Authority**



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# 2015 Advertising Awards





# Questions



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