

Lead Free DC – Communication and Outreach **DRAFT**

May 26, 2022

Agenda

1. Progress
2. Customer Participation
3. Playbook
4. Discussion

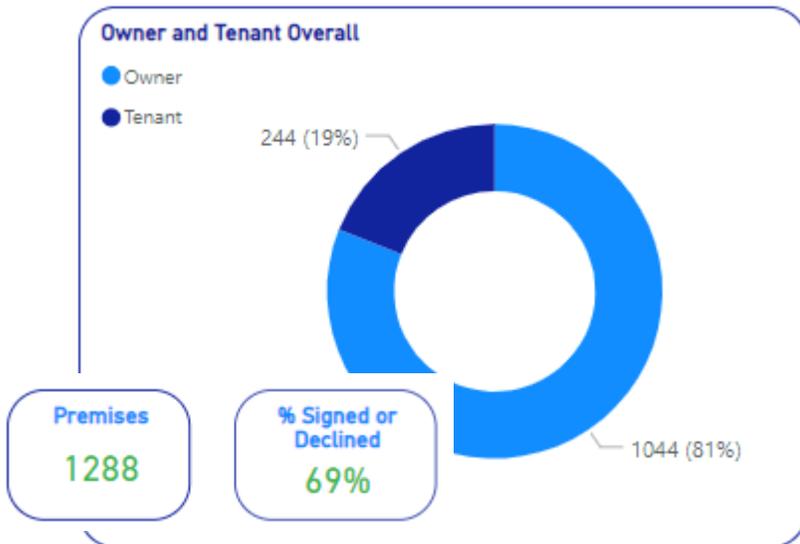


- Construction is underway 90 of the 150 blocks planned this year (60%).
- Refined construction strategy and interagency coordination efforts to ramp up execution.
- Implementing expanded outreach and promotion campaign to maximize customer participation.

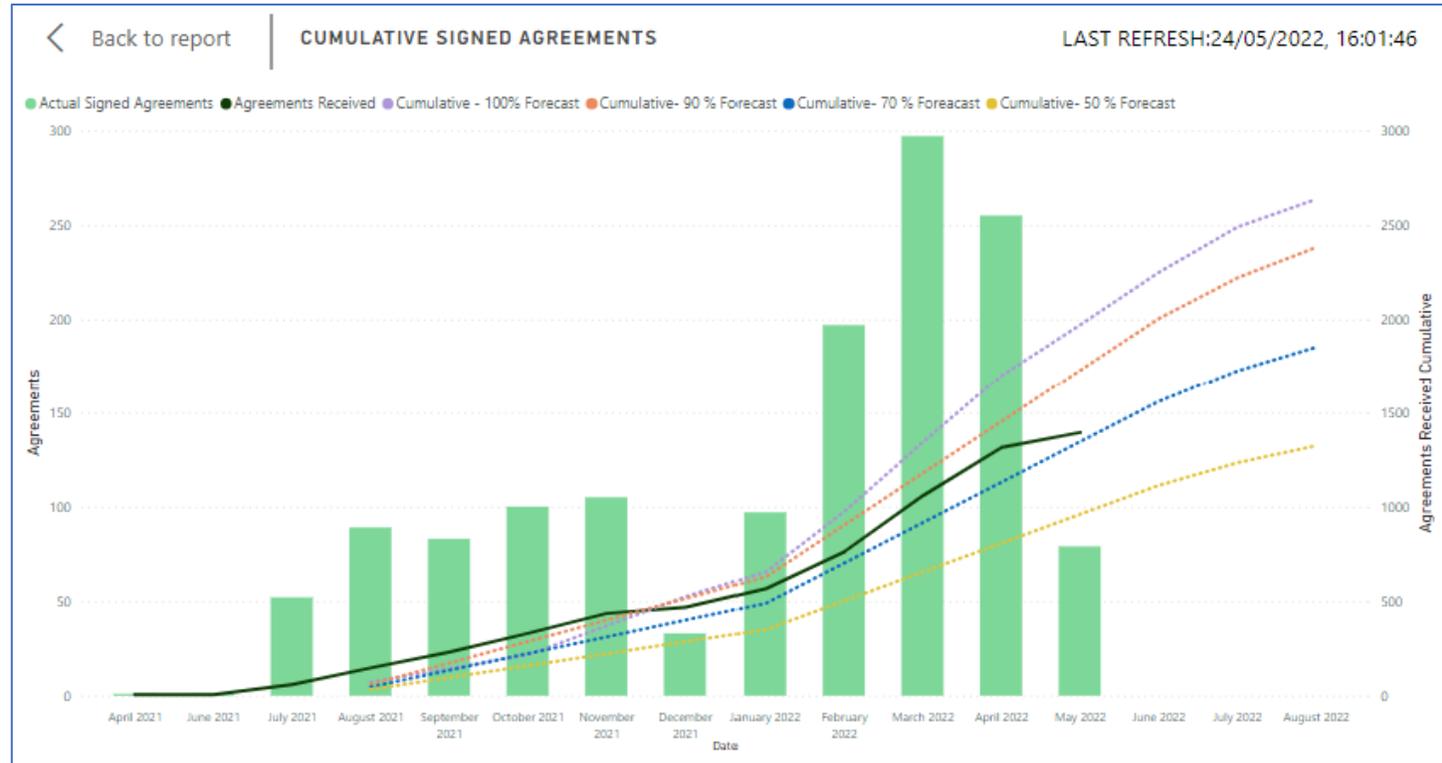


- 68% (871/1288) of the homes currently where construction has started have returned signed agreements, <1% have declined (5) and 32% remain unsigned (412).
- Percentage of properties participating is closely aligned with percentage of properties where the homeowner is occupant.

Homeowner vs Tenant Participation on Blocks under Construction



Cumulative Signed Agreements compared with Projected Return Rates (50%, 70%, 90%, 100%)

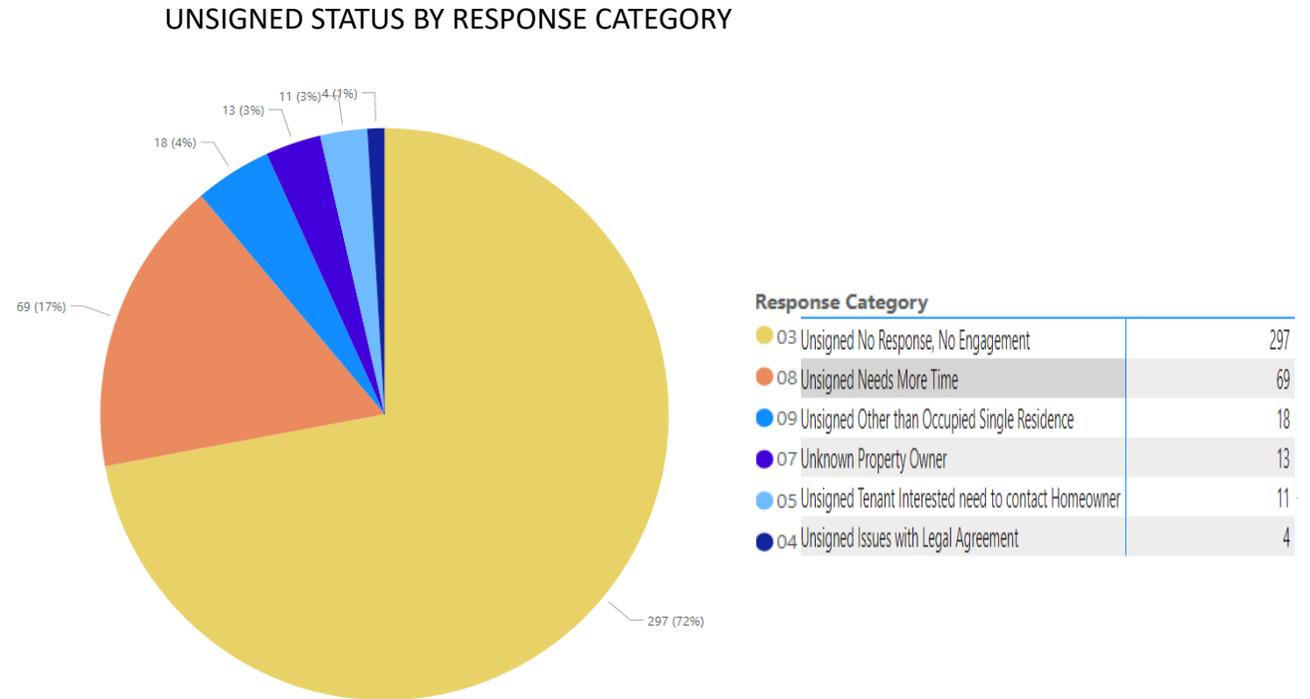


- *Graph takeaway: 53% (1396/2647) of homes overall have returned signed agreements. Baselines based on homeowner participation rates (50%, 70%, 90%) have been developed in coordination with construction schedule and planned outreach efforts. Currently forecasting 70% of agreements will be returned in FY22.*

The analysis of program participation includes information from each outreach campaign, method of observation and records, and classification and categorization.

- 68% (871/1288) of the homes currently where construction has started have returned signed agreements, <1% have declined (5) and 32% remain unsigned (412).
- The graph to the right provides insight into the reasons why homes have not returned agreements based on interactions between the customer and outreach staff.

Reasons for Unsigned Agreement from Blocks Under Construction



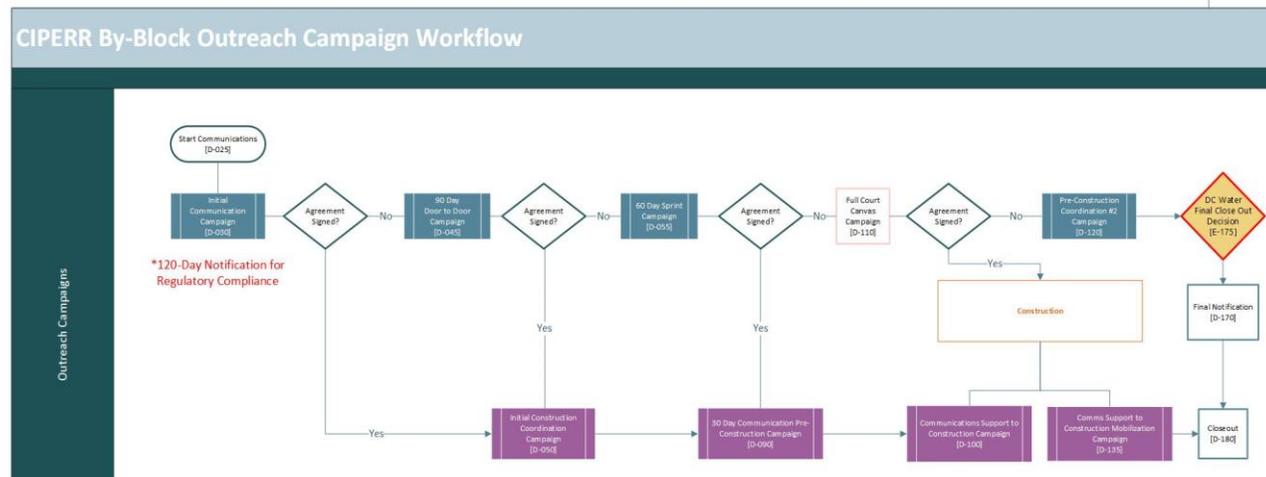
- *Graph takeaway: The majority of homeowners (72%) that do not provide signed agreements for this free work are unable to be reached despite more than a dozen planned direct and indirect engagement methods throughout the lifecycle of construction (see slide 6).*

- 1. Customer Outreach for Construction** – Execute outreach and communications in tandem with construction to maximize homeowner participation in LSL (lead service lines) replacement.
- 2. Program Marketing** – Marketing, promotion, and education to raise awareness and activate community support and understanding of 2030 LFDC goal and importance of lead service line replacement.
- 3. Stakeholder Engagement** – Engage stakeholders to advance incorporation of equity and prioritization of vulnerable populations in implementation of Phase II LFDC plan.

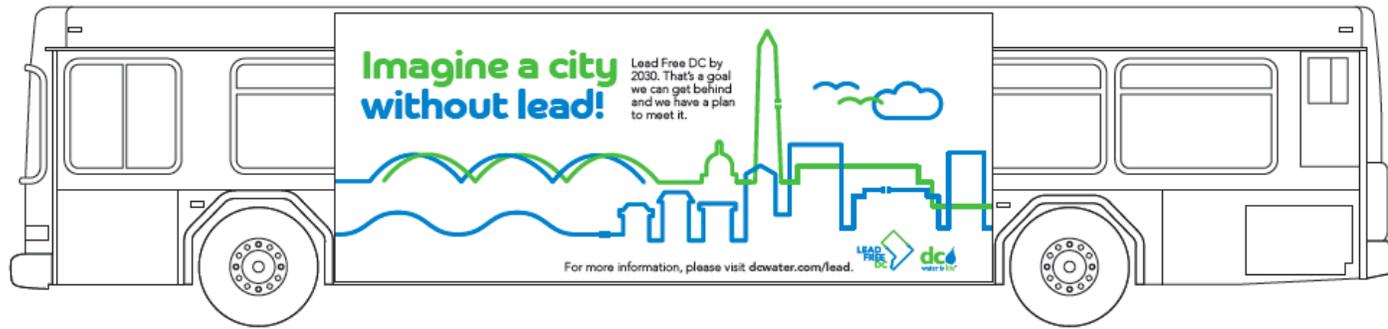


The outreach and communication strategy includes multiple campaigns before, during, and after active construction with 13 touchpoints that includes both indirect and direct customer engagement methods.

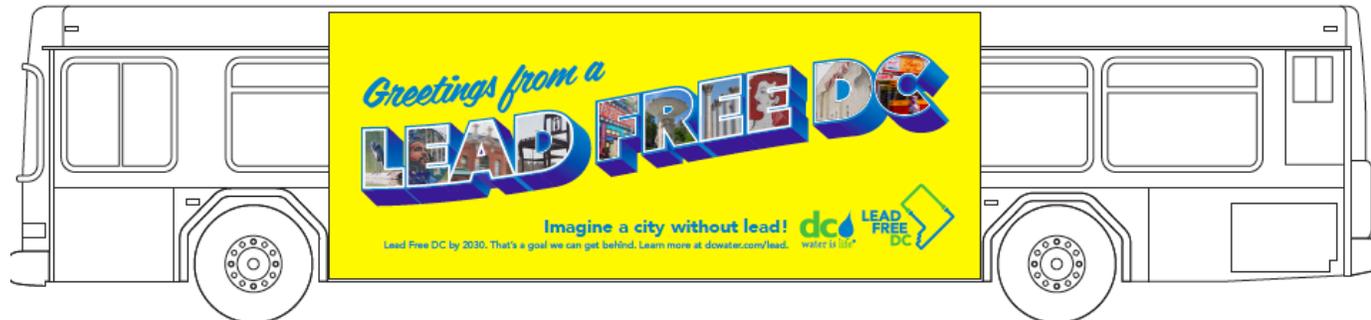
- The indirect engagement methods include mail and email customer brochures, and automated messaging distributed by text, email, phone. Indirect messages are communicated to unsigned homeowners a minimum 7 times throughout the project. This does not include programmatic LFDC 2030 marketing campaign efforts.
- The direct engagement methods include door to door campaigns and direct phone call campaigns. There are a minimum of 6 direct engagement touchpoints in the outreach strategy for unsigned residents, this does not include community outreach events.



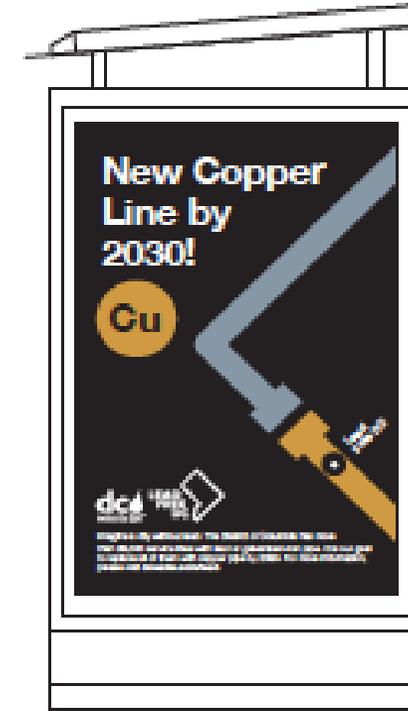
- Several themes for marketing campaign including LFDC 2030 vision, health and safety, social equity, program description and construction coordination
- “Imagine a City Without Lead” aligns with related campaigns
- Targeted audience engagement and multiple marketing



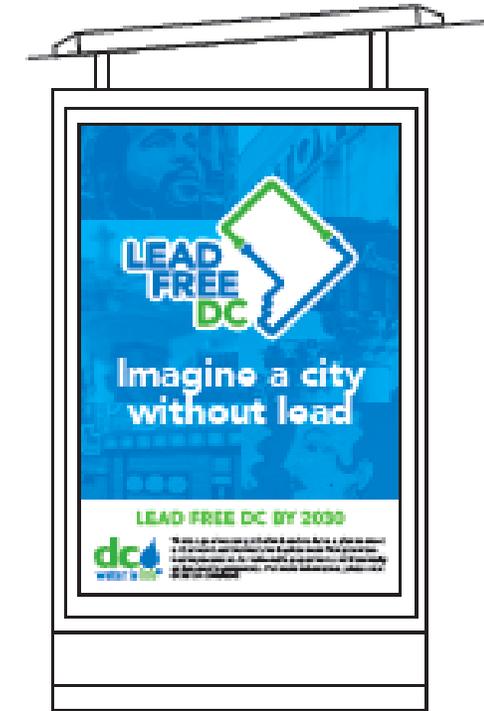
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Objectives:

- Expanding public information campaign
- Improve the equitable delivery of current and planned LSL replacement
- Create strong incentives to ensure LSL replacement by 2030
- Investigate and pursue funding and financing options for customers and DC Water

Purposes:

- Interagency Project Coordination
- Prioritizing Vulnerable Populations
- Localized Community Support
- Construction Coordination
- Demographic Information
- Best Practices and Benchmarking
- Funding and Financing



