






**Crisis COMMS & The LCR:
How to Successfully Handle
Sensitive Customer Communications**

Mike McGill, President & Principal

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MY #1 TAKEAWAY...

**BECOME & STAY
THE GO-TO source for
information.**

**Be ready for YEARS of
LCRI compliance.**





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WHY?

We live in The Instant Information Age.

Your customers are just like you. BUSY.
Expect news they need without asking for it.
Especially with essential services. YOU.



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The LCRR & LCRI

LCRR: October 2024. "First stage."

LCRI: Through 2037. "Endgame."

Confusion created & eliminated.

Multiple, multi-stage public communication efforts are necessary. On a consistent basis.

Several customer "flashpoints"

Providers must proactively protect their reputations.



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The LCRR & LCRI

LCRR: October 2024. "First stage."
LCRI: Through 2037. "Endgame."

created & eliminated.

public

necessary.

On a con

Several customer "nts"

Providers must proactively protect their reputations.

COURTS???

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The LCRR & LCRI

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On a con

Several customer "nts"

Providers must proactively protect their reputations.

TRUMP/GOP???

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How to Succeed During the LCRI




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MY #1A TAKEAWAY...

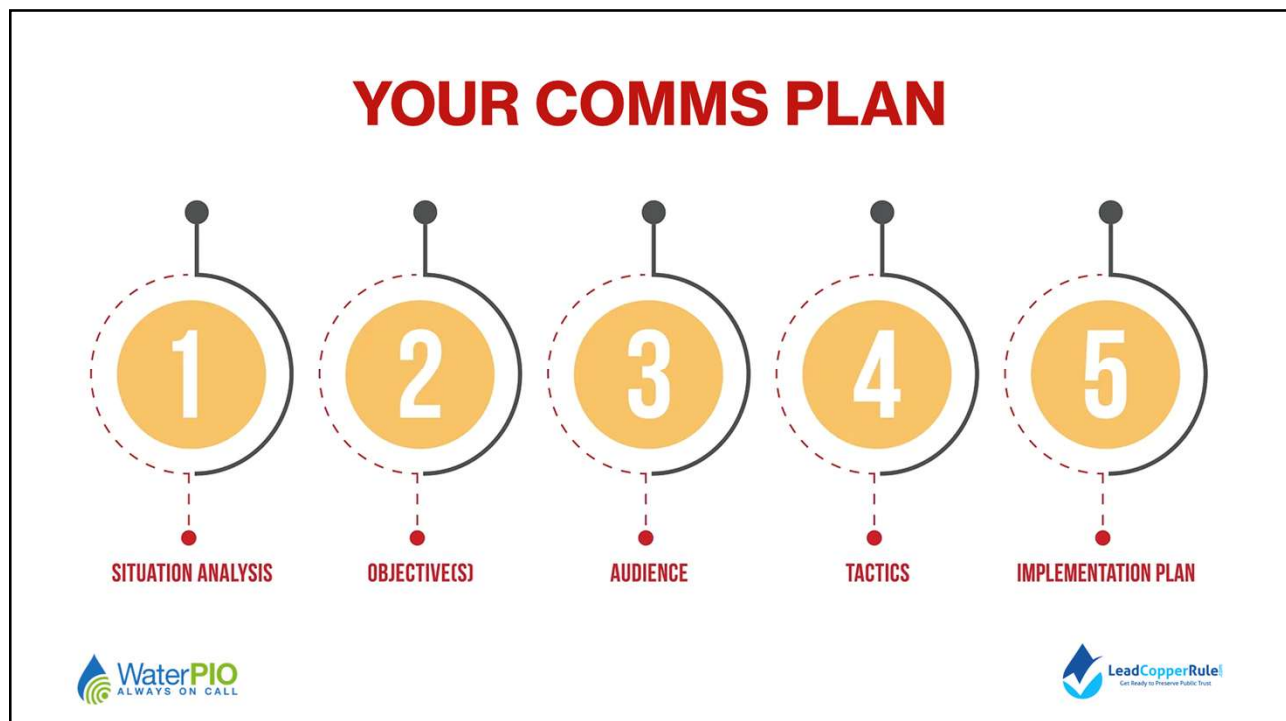


***“If they hear from you first,
they’ll trust you first.***

***If they hear from you last,
they’ll trust you last.”***

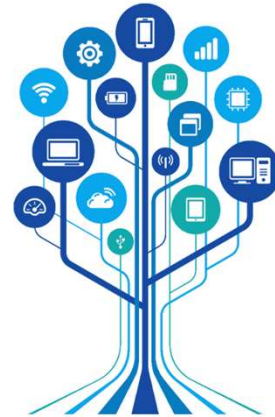
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Key to Success: Proactive Communication

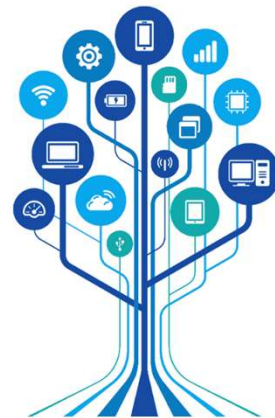
**Be the experts.
Be proactive.
Be transparent.
Be reliable.
Be available.**



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Key to Success: Proactive Communication

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Be available.**



**Communicate FIRST. Start with past/current results.
Proactive LCRI COMMS. Inventory work with updates.
Set expectations for replacement plans & funding.
Prepare/carry out school & childcare work.**



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Service Line Inventories: Continue to Avoid the BIG Mistake!

**Inventory public communications ARE NOT
the same as Replacement Plan COMMS!**

**Inventory COMMS relay results & set
expectations for “fair & equitable”
replacement plan.**

**Leaning into Replacement messages will
create “Find, Fix, and PAY” expectations.**



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Service Line Inventories: Continue to Avoid the BIG Mistake!

**Inventory public communications ARE NOT
the same as Replacement Plan COMMS!**

**Inventory COMMS relay results & set
expectations for “fair & equitable”
replacement plan.**

**Corrosion control and/or pH adjustment
public messaging is ESSENTIAL.**

“You remain protected, as always.”



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Service Line Inventories: Continue to Avoid the BIG Mistake!

Must develop policy decisions
Must handle funding/"Who pays?" questions.
Prepare for variety of negative reactions.
Must have crisis responses ready.



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Service Line Inventories: Continue to Avoid the BIG Mistake!

Must develop policy decisions
Must handle funding/"Who pays?" questions.
Prepare for variety of negative reactions.
Must have crisis responses ready.

Staff must be prepared. Customer Service.
Board prepared for internal/public COMMS.
Keep electeds & community leaders updated.
Keep press PROACTIVELY updated.



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LCRI COMMS Approach: Getting the Word Out. Consistently.



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LCRI COMMS Approach: Getting the Word Out. Consistently.



Have a “One-Stop Shop” for LCRI efforts

Dedicated webpage or sub-site. Clean presentation.

Planned transparency. Your information presented the way you want.

Home for all public information. Resource for Customer Service.



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LCRI COMMS Approach: Getting the Word Out. Consistently.



Have a “One-Stop Shop” for LCRI efforts

Dedicated webpage or sub-site. Clean presentation.

Planned transparency. Your information presented the way you want.

Home for all public information. Resource for Customer Service.

Solid base to build from. Go beyond “checking the box.”

Consistent info about inventory work & replacement plan development.

Sets stage for other COMMS: Community outreach. School & childcare testing.

Outlet for real or perceived crisis communications. Planned transparency.



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Successful LCRI COMMS: Lowered Action Level

15 ppb



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**Successful LCRI COMMS:
Lowered Action Level**

10 ppb



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**Successful LCRI COMMS:
Lowered Action Level**

**~40% More
Exceedances**



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Successful LCRI COMMS: Systemwide Exceedance Notification

24 hours



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Successful LCRI COMMS: Systemwide Exceedance Notification



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Successful LCRI COMMS: Systemwide Exceedance Notification

FLINT!



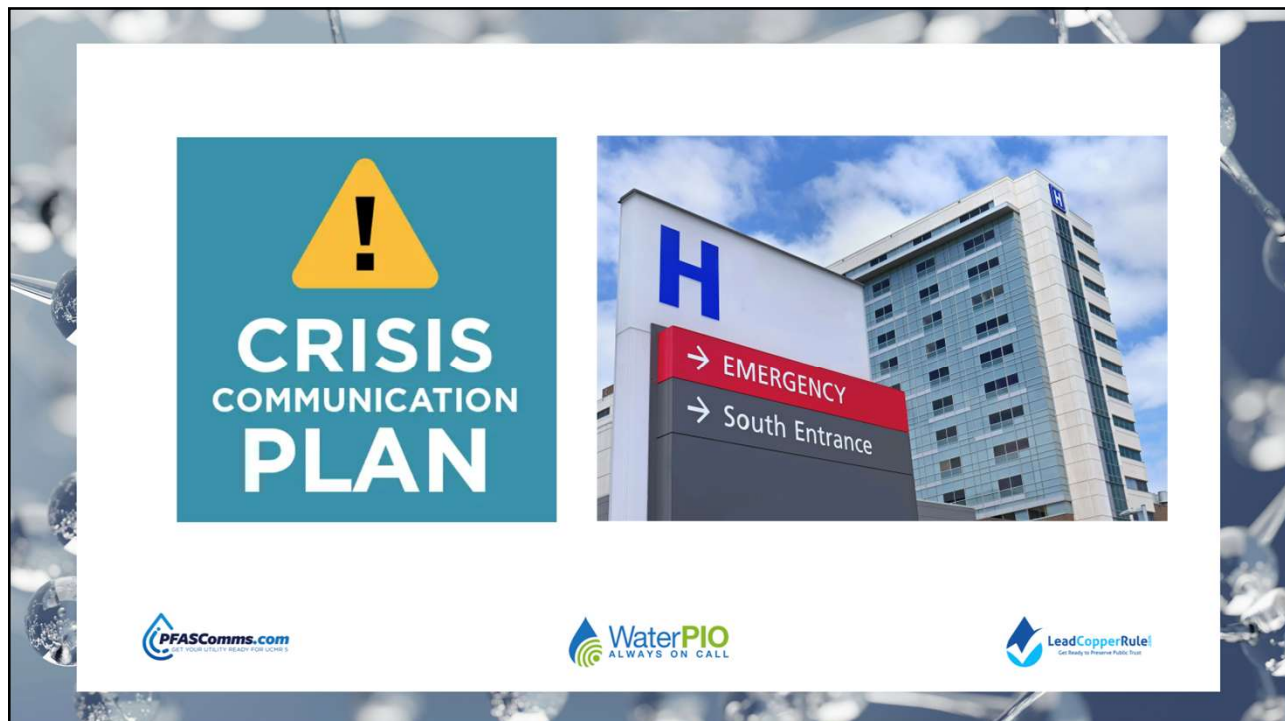
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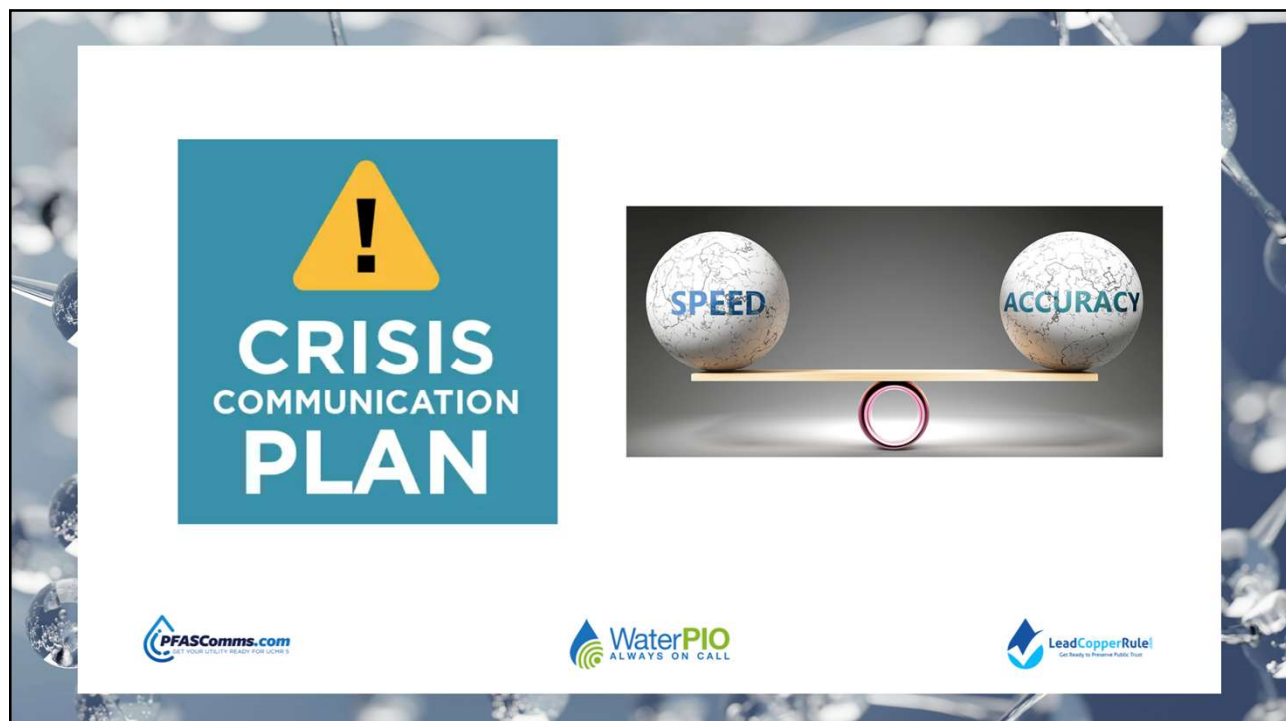
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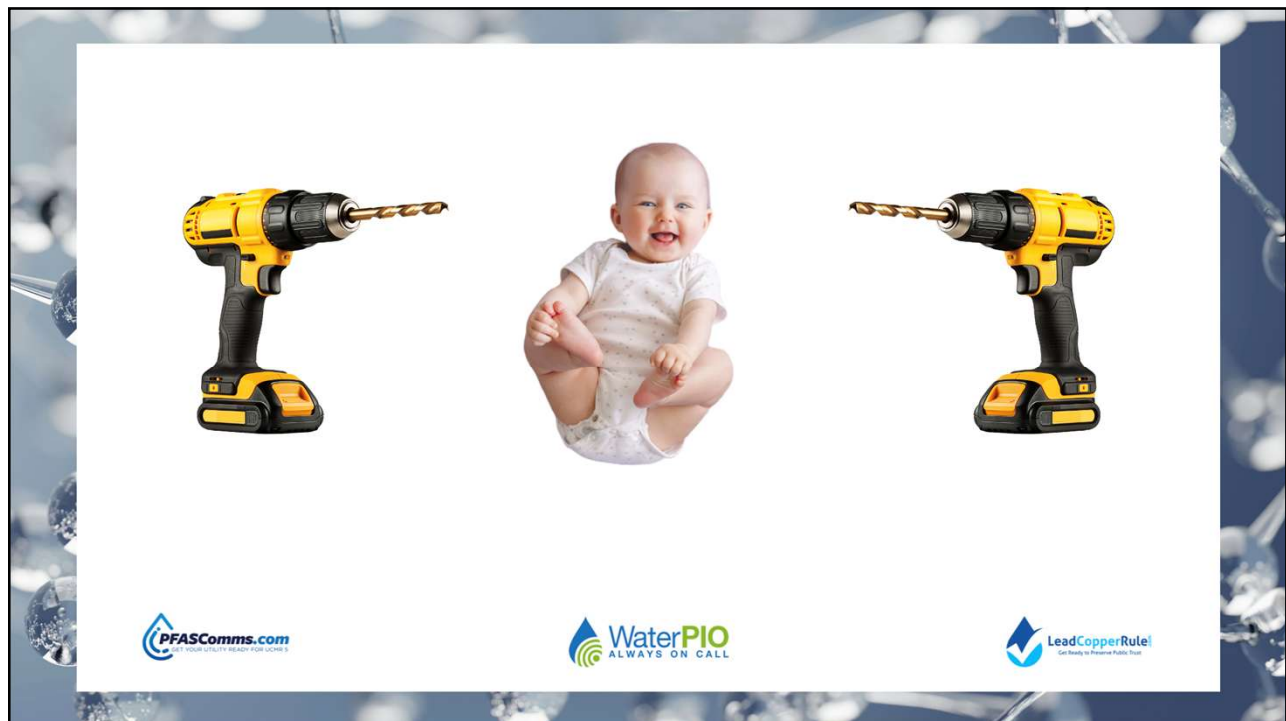


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SUMMARY

**Become & stay THE GO-TO
source for information.**

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SUMMARY

**Use proactive COMMS
to set up long-term success.**

LCRI with us for years.

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SUMMARY



***“If they hear from you first,
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SUMMARY



**Put yourself in your
customers’ shoes.
Be the experts.
Fight off misinformation.**

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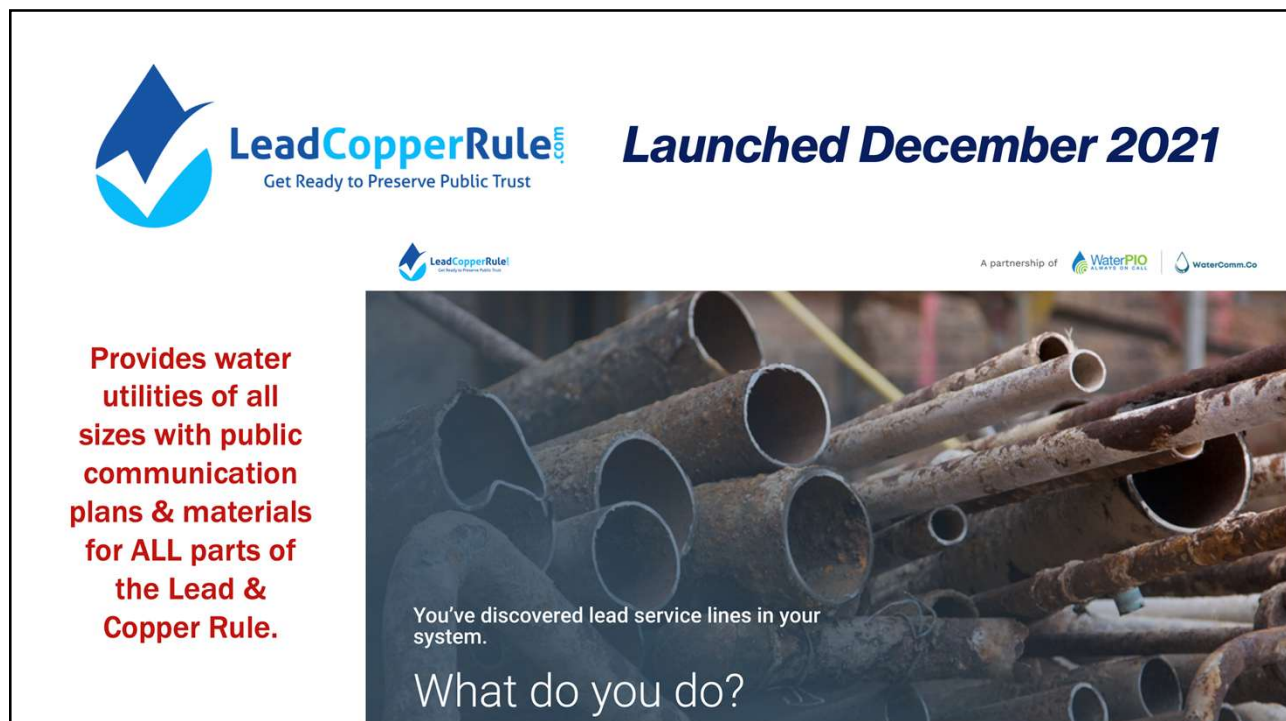
SUMMARY









Be transparent.
Be quick & accurate.
Be reliable.
Be available.
Be confident.

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LeadCopperRule.com
 Get Ready to Preserve Public Trust


Launched December 2021




 A partnership of


Provides water utilities of all sizes with public communication plans & materials for ALL parts of the Lead & Copper Rule.

You've discovered lead service lines in your system.
 What do you do?

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WaterPIO
ALWAYS ON CALL



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PFASComms.com

2025

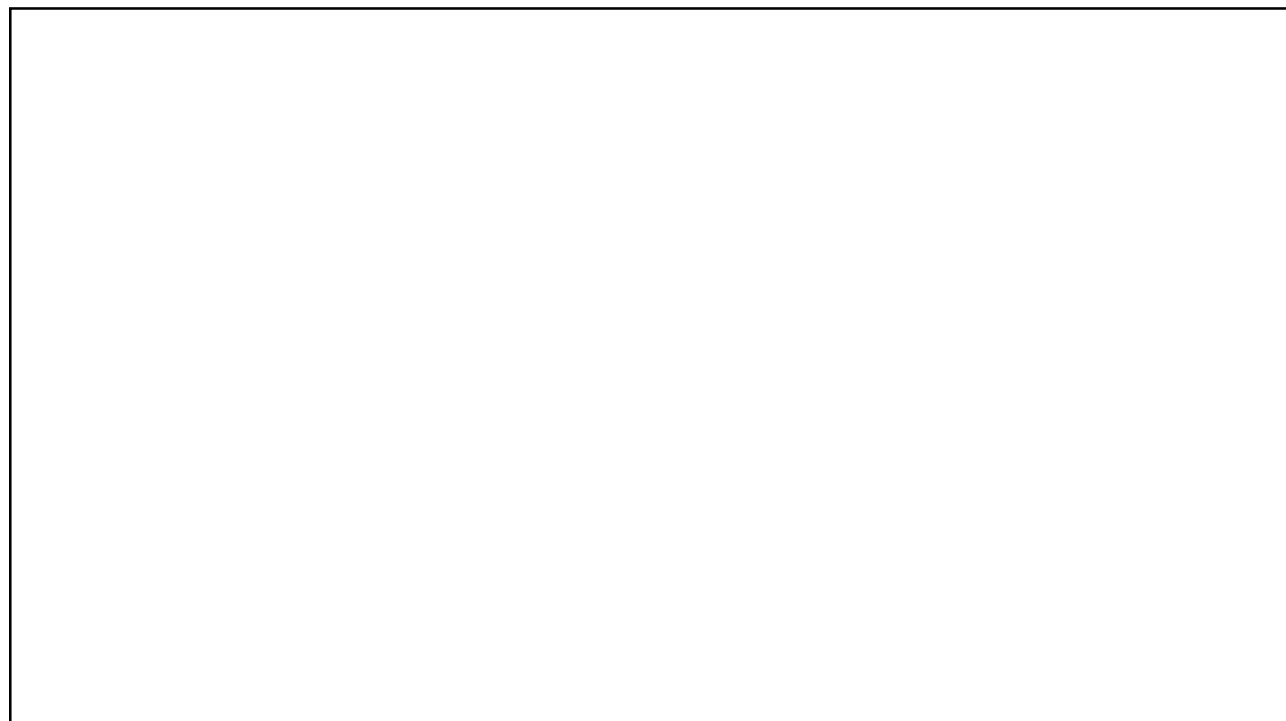


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set up your *FREE*
initial consultation.**

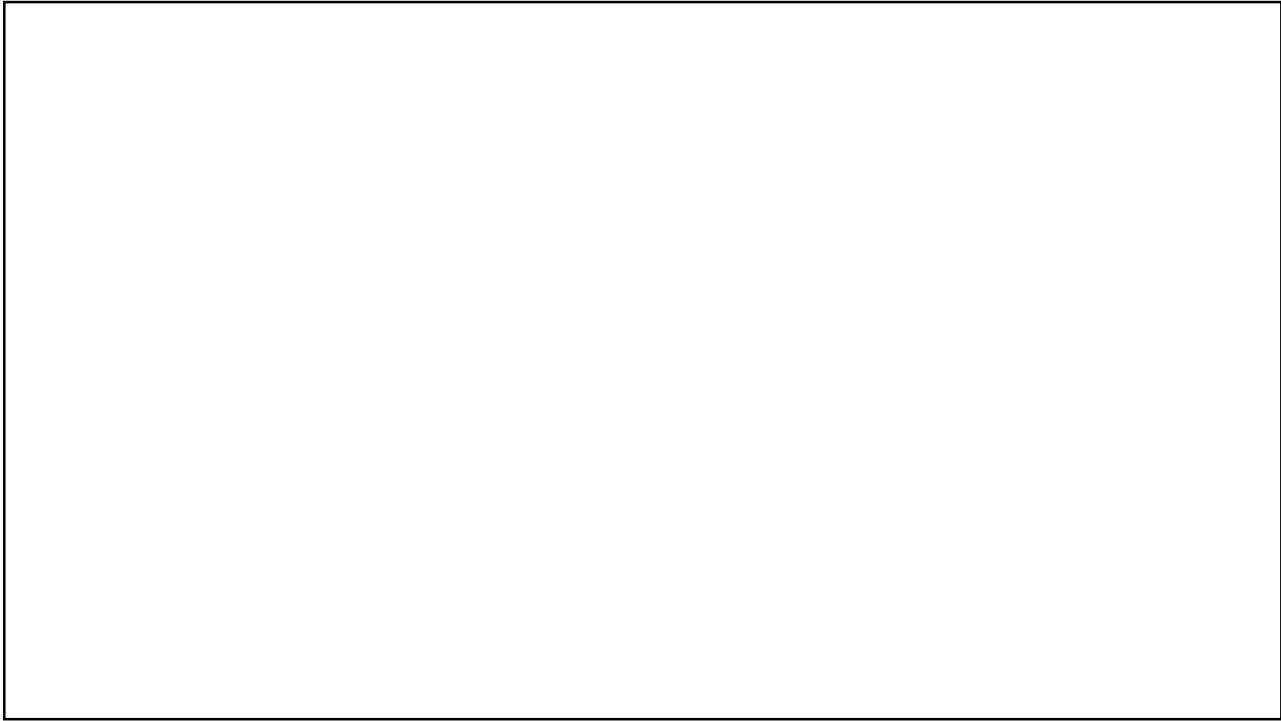


- Where we've solved problems
- Where we've provided training
- Where we've done both

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