

WHEN YOU'RE THE COMMS TEAM: PRACTICAL AI TOOLS FOR WATER UTILITIES

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OVERVIEW

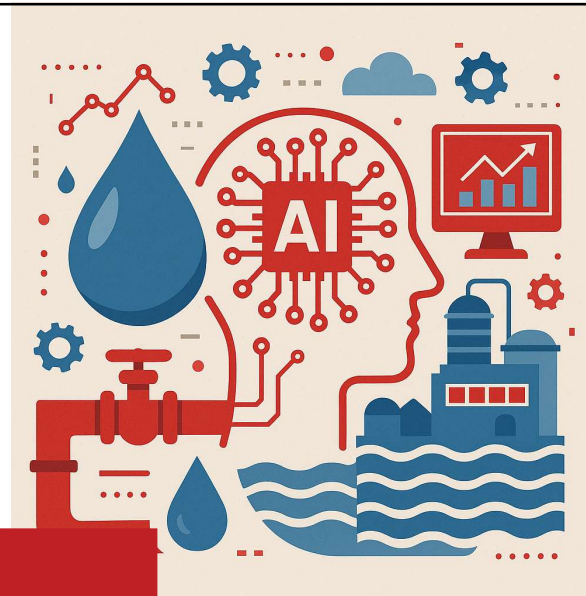
Communication challenges for water utilities

AI overview & best practices

Prompt examples

Demo of ChatGPT

Q&A



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Respondents who remembered receiving recent communication from water utilities were three times more likely to say the safety of their water supply has gotten better over the past five years.
-AWWA Public Perception of Tap Water Study



NO NEWS ISN'T ALWAYS GOOD NEWS

- Lack of internal resources.
- Lack of understanding of the why and how.
- Lack of urgency, until a crisis strikes

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AI OVERVIEW

AI

- What is it?
- How can it help you?
- How can you use it?

Best Practices

- Experiment
- Do not input private data
- Fact Check
- Use as an assistant
- Quality of output is determined by quality of input

This is how my ChatGPT "sees" itself



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WHY YOUR PROMPT IS EVERYTHING

You are an expert communications strategist with 25 years of experience working with the public on behalf of a water utility. **(This is the role you are assigning the AI)** I am a water utility manager that is tasked with communicating a significant rate increase to my customers and stakeholders. **(You have assigned yourself a role and provided some context.)** This is a 10% rate increase that will add an extra \$30 to the average customer's quarterly bill. This rate increase is necessary to help us fund major infrastructure improvement projects over the next 10 years. Projects include a transmission main install, PFAS treatment added to our wells in order to meet the EPA's new PFAS regulations, and a main replacement program that will replace 15 miles of our oldest water main over the next 10 years. **(You provided even more context)** Create a letter that can be sent to our customers, 3 Facebook posts, and a website blog post that explains the need for the rate increase and the importance of maintaining our infrastructure to be able to provide clean, safe water to our customers. **(These are your instructions)** Our relationship with our customers relies on the accuracy and quality of the information you provide. **(You are appealing to emotions)** Reread and reanalyze the instructions to ensure a high-quality output. Ask me three questions that can provide you with more context for the best output **(Instructions to take time and ask for more context and at this point, I will copy and paste the prompt again.)**

After AI asks the questions, I will then edit the original prompt and insert the answers. This keeps AI from navigating away from the original task.

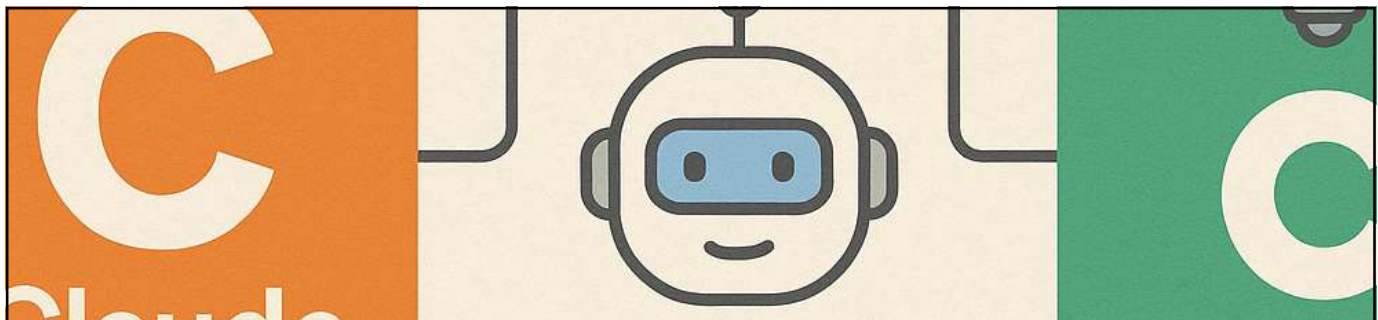
How the pros write their prompts

Basic prompt (don't be basic)

My water utility is implementing a 10% billing increase, which will result in a \$30/month increase for the average customer. Create a customer letter, three social media posts and a website blog post that I can use.

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LET'S DIG IN!



LLMs

ChatGPT – OpenAI
Gemini – Google
Co-Pilot – Microsoft



Video/Images

InVideo
DALL-E – OpenAI
Firefly – Adobe



Productivity

Canva
Otter.AI
Grammarly

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JUST REMEMBER...

COMMUNICATION BUILDS TRUST.

AI HELPS US COMMUNICATE FASTER.

YOU ARE THE ONE WHO MAKES IT
MEANINGFUL.

*Listen to a podcast
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