Public Communication

Overview

• 9/25 Coordination with MDE’s Public Information Officer
• 9/25 Incident summary and key messages circulated to water utility PIOs
• ICPRB responded to media inquiries throughout incident
• 9/29 Washington Aqueduct & WSSC fielded media inquiries (Channel 7, WTOP, AP)
• 9/30 Potomac Conservancy posted summary to website and distributed to subscribers
• 9/30 Incident summary provided to COG Health Officials Committee
Recommendations for Spill Communications

Develop plan for coordinated communications across involved parties
• Clarify lead agency for response and external communications at incident onset
• Designate water utility communications liaison for region to interact with response agencies
• Designate a water utility spokesperson for the Lower Potomac water utilities
• Improve coordination with upstream water utilities
• Media monitoring, rumor control and messaging coordination across entities
• Identify opportunities/protocols to assist smaller utilities, including conventional and social media

Centralize incident information
• Consistent information coordination is essential for parties involved as well as the public
• Central website for incident information (public vs. internal stakeholders)
• Information should include sampling/testing plans, test results, maps, updates (at least 2 X day), FAQs, contaminant information, and contact info for utilities or organizations that respond to public inquiries
• Transparency is important to minimize the loss of public confidence in utilities and government
How should the Partnership proceed?

• What is the best way to designate roles during an emergency?
• Should ICPRB or NCR Warn host websites for public/private information?
• How do we improve coordination with upstream and smaller utilities?
• What are communication/information expectations?
• How do we ensure transparency?