

Summary of Services

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Resource Trends services lead to an integrated and efficient approach to organizational management that is based on 30+ years of experience in high tech product development and client work with large and small water utilities. This approach employs branding principles and collaborative techniques to build a planning and communication framework that addresses transparency, public perceptions, organizational culture, the need for appropriate investment, politics, and community relationships.

Building Culture, Leading Change

Building a Standards-Driven Culture by working with GM's to fully understand the integrating power of standards and helping them organically build a standards-driven culture. This process involves implementing simple behaviors that emphasize standards in problem-solving, investment proposals, succession planning, and building community relationships.

Helping GM's Lead Change by clearly defining GM roles for advancing new practices.

Enhancing Strategic Information

Facilitating Substantive Yet Easy to Read Strategic Plans that are cost effective and establish a roadmap that communicates major standards, future challenges, and pending policy decisions.

Improving Investment Proposals which are often too technical and difficult to read. Resource Trends has developed a simple structure for "Making a Compelling Argument for Investment." Using this structure ensures that it's easy to understand major investment proposals, rate cases, and project briefs.

Filling Critical Messaging Gaps by developing an umbrella narrative that marries the utility's business values with important standards. This brief helps the audience appreciate the planning and investment issues facing utilities. It also establishes a framework for drafting specific messages on critical issues, including climate change and water supply reliability, unregulated contaminants, and rates affordability.

Increasing Outreach Effectiveness

Developing Communication Standards that define specific outcomes for content and outreach activities. These standards apply to customer service, customer communications, and communications targeted to strategic audiences (those making or influencing policy decisions). Standards are a valuable tool for eliminating ineffective activities, setting priorities, and elevating the communication function.

Auditing Communications by using agreed-up standards to evaluate and refine content, critical messages, outreach activities, and priorities.

Drafting A Strategic Communications Plan based on the results of the communication audit.

Strengthening Strategic Relationships

Making It Easy to be Substantively Informed by launching Influential Public Outreach Programs (IPOP) that deliver brief information on activities, standards, investments, and accomplishments.

Holding a Yearly Summit that brings together influential community leaders to network and hear the latest information on critical water issues (with emphasis on networking).

Facilitating Industry Networking

Holding General Manager Forums that provide a safe environment for sharing accomplishments and challenges related to management practices, politics, investment, and community relationships.

Facilitating Climate Change Action by launching an initiative in California designed to bring about a much larger, more integrated, and more inclusive investment in climate change adaptation.