



# Water Quality Consumer Confident Reports

Water systems not only provide water service, they ensure public health each and every day by meeting stringent water quality regulations. Providing an easy-to-understand explanation of the resources your agency has invested to ensure water quality and public health should be part of your ongoing communications effort. The annual Water Quality Consumer Confidence Reports (CCRs) are your opportunity to do just that.

Much of the information in a CCR is standard, but it doesn't have to look that way. Take this opportunity to tell your story, improve public trust and credibility, and establish a public value for water service through your CCR. This is a strategic communication piece that should reach every water user – not just every rate payer – in a dynamic and engaging manner.

Water ark Associates has a stellar team of experts that will compile your water quality data, design an interactive digital platform report that tells your unique story, engage your community, and align with your communications goals while meeting the State Water Resources Control Board's mandated reporting requirements. CCR Packages are available to fit budgets of all sizes, and custom reports can be developed for agencies that have additional resources.

**Additional services are available to meet your agency's unique needs:**

- PIO Solutions
- Communications Strategy
- Crisis Communications
- Media Management
- Message Development
- Public Relations
- Outreach
- Media Buys
- Graphic Design
- Website Development
- Qualitative Research
- Quantitative Research

ITEM	PREMIUM PACKAGE \$19,500	STANDARD PACKAGE \$12,750	BASIC PACKAGE \$7,500
Water Quality Data Tables	✓	✓	✓
Agency Overview	✓	✓	✓
Narrative on Agency Initiatives	✓ 4 pages	✓ 2 pages	✓ 1 Page
Graphic Design & Layout Services	✓	✓	✓
Printable Version	✓	✓	✓
Custom Videos	✓ 3 videos	✓ 1 video	
Planning Meetings, Support	✓	✓	✓



*Analyze*

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*Innovate*

\*

*Communicate*

**Water ark Associates**

41690 Ivy Street, Suite B, Murrieta CA, 92562  
www.watermarkassociates.com (951) 200-7988



# WaterMark Associates' Expertise

## *Our Team of Experts...*



**DARCY M. BURKE, M.B.A.**, is the President and Chief Executive Officer of WaterMark Associates, a business consulting firm. Prior to leading WaterMark, she was the Director of Public Affairs for the Municipal Water District of Orange County (MWDOC) and Executive Director of a number of non-profit organizations throughout Southern California. She has spent her career in the non-profit and public service sectors, focusing on strategic planning, partnership development, operation efficiencies, communications and legislative/regulatory affairs. Ms. Burke received her Bachelors Degree from Mount St. Mary's University, Los Angeles, in International Economics & Marketing as well as her Masters in Business Administration with an emphasis in Organizational Leadership. She completed her field study in China in Energy and Utility Management.



**JESSICA HANLEY OUWERKERK, M.A.**, is a communications professional with more than 10 years of experience developing and implementing strategic communications programs on behalf of drinking water agencies throughout California. Her areas of expertise include strategic public relations, marketing, and community outreach. She is a highly motivated, out-of-the-box thinker who thrives on developing innovative solutions to today's communication challenges. Her education includes a Bachelor of Arts in Sociology from the University of California, Los Angeles (UCLA), a Certificate in Marketing from the University of California, Irvine (UCI), and a Masters in Communication Management from the University of Southern California (USC).



**KRISTA CLARK**, has over 20 years of experience in water, waste water and environmental sectors. She worked at the Association of California Water Agencies (ACWA) for over 12 years as a Regulatory Affairs Specialist and then as the Manager of Regulatory Affairs. She specialized in water quality, groundwater management and energy issues. Krista then moved to Western Australia and worked for two years as the Water Source Compliance Manager for the Water Corporation. Krista earned her Bachelors degree in Biochemistry and Cell Biology from the University of California, San Diego.

***WaterMark Associates***

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