



# UTILITY | GAS | WATER

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There is an interconnected world of utility services right under our feet – pipelines, sewers, fiber optic networks – which we depend on for our daily comfort. Yet, we hardly ever seem to think about it. When it comes to utility customers, though, that’s usually a good sign: at Quest, we make it our business to work with public utility companies to prevent problems that would otherwise inconvenience residents and stakeholders.

And when it’s time for an overhaul, expansion, or upgrade – think of a new water main, a stormwater pollution prevention plan, or a water conservation program – we adopt a friendly customer-centric mentality to keep everyone informed about what they need to know about. No one likes power cuts (even if schedule), the eyesore of a septic pumper truck in the middle of the neighborhood, or a crew running new service lines

right in their dooryard, but when short-term sacrifices are necessary for permanent improvements, people will understand and appreciate timely public outreach. This is where Quest comes in: we make sure the essentials – quickly digestible and relevant – get through. And we keep everyone out of trouble.

Quest’s experience in strategic communications for city, county, and other public sector utilities ranges from small pump station jobs or intersection improvements to major new roadway reconstruction projects that require significant water and sewer system overhauls. Through multifaceted public outreach campaigns, we help communities understand and support major projects. Our public relations-conscious approach focuses on proactive communication aimed at improving public perceptions of utility agencies and their services.



**Our comprehensive community awareness plans for utility projects can include, depending on the specifics and scope of each project:**

- **Community outreach and engagement**
- **Public meeting coordination and documentation**
- **Intergovernmental and interagency coordination**
- **Print and digital collateral: fact sheets, flyers, door hangers, e-blasts, infographics, newsletters, and banners among others**
- **Media relations**
- **24-hour project hotlines**
- **Stakeholder identification and database management**
- **Issues resolution**
- **Website and social media content development and campaigns**
- **Targeted alerts on scheduled service interruptions or lane closures**
- **Focus groups and customer satisfaction surveys**
- **Special event planning**
- **Crisis communications**

Those tools and tactics allow us to develop positive relationships at a grassroots level: with homeowners’ associations, property managers, and directly with individual customers. Our integrated public information campaigns guarantee we get ahead of the work and fend

off potential conflicts, with the goal of relaying clearly to the customers what they can expect and why the work is necessary. What this means for the utility companies, in turn, is fewer complaints and minimal chances of problems escalating to elected officials or the media.