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BIRMINGHAM WATER WORKS BOARD MAKES ADDITON TO PUBLIC RELATIONS CONSULTING MOVE HAS NO FINANCIAL IMPACT ON FY 2023 BUDGET

BIRMINGHAM, Ala. (March 8, 2023) – Wednesday, The Birmingham Water Works Board took a measure to enhance the utility’s public relations and outreach by voting to add CBG Strategies to the communications team which currently consists of the utility’s public relations staff and o2 Ideas. The move will define the roles of the public relations firms with o2 Ideas consulting on internal communications and CBG Strategies executing external public relations consulting.

“We are intentional about exploring every avenue we can to reach our customers,” says Birmingham Water Works (BWW) Public Relations Manager Rick Jackson. “I’m optimistic that CBG Strategies and o2 Ideas will make a dynamic duo with strengthening our communication efforts. o2 Ideas offers a comprehensive scope of services which includes a wealth of experience with employee communications; CBG Strategies has a proven track record of providing a bridge between corporate and community.”

BWW has implemented a five-year Strategic Plan in which input from Board Members, staff, and external stakeholders has established a framework of where the utility is today and where it plans to head in the future. A significant portion of the plan outlines opportunities for improved community engagement and public relations, customer service enhancements, workforce development along with employee engagement and training.

“A strong PR plan starts from within. Having our employees well-versed on the vision of this company along with providing a continuous strategy for community engagement is a win-win for our entire service area,” Jackson says.

Customers will benefit from a more robust and multifaceted communications strategy to include mailers, social media campaigns, community events, and an overall improved brand perception.

ABOUT BIRMINGHAM WATER WORKS BOARD: Founded in 1951, the Birmingham Water Works Board serves 770,000 people in Jefferson, Shelby, Blount, St. Clair, and Walker counties. The BWWB operates four filtration plants, a certified testing laboratory, and has more than 4,000 miles of pipe in its distribution network. For more information about the Birmingham Water Works Board, media inquiries, or tours of our museum, please call 205-244-4225 or visit www.bwwb.org.

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