

Bolstering public trust in sustainable water solutions

We bolster public trust in water and advance equity in water service by equipping, inspiring, and empowering providers to engage communities and key governmental and business stakeholders to elevate the conversation around sustainable water solutions.

Who We Are

Rogue Water Lab believes we'll never solve the U.S.'s pressing water challenges without first improving public trust by engaging and involving the communities served. We're working toward widespread community support for water solutions that enable communities to thrive.

Rogue helps by equipping, empowering and inspiring water providers to advance collaborative engagement with people, policymakers and businesses on water's role in sustaining thriving communities. We do this by creating accessible, dynamic and implementable trainings, content, workshops, partnerships and experiences that teach providers how to engage, educate, and work not only for, but with, communities.

What We Do



Equip

The hardest work in this STEM field is how to engage people and build support. Communications, advocacy, engagement - these aren't soft skills, they're power tools!



Inspire

People relations can feel hopeless at times. Our trainings model the engagement we teach. We remind providers it is possible and Inspire them to go and change the world.



Empower

Rather than do the work like a consultant, we empower providers with the tools and courage as anchor Institutions to engage communities and build trust.

Program Highlights

The Catalyst Experience

This is not a traditional conference with conference rooms, conference schedules, or conference badges. Catalyst inspires learning through connection, experience, and conversation. Participants leave empowered with rediscovered hope and courage, along with strategic engagement, communication, education, and trust-building techniques to make positive and lasting change in the industry and their communities.

Water&

Water& is Rogue's platform for the youth by the youth. It advocates for water equity through art, advocacy, and community building. Water& envisions a world where water is protected & people connect themselves & others through water. Through Water&'s Water&You series, young people are highlighted for the work they are doing in water, whether it's creative, professional, or personal. Water& also hosts hybrid programming that connects youth with water professionals to engage the next generation in water advocacy and effective communications and engagement.



Utilities can't be resilient without public trust. Communities can't thrive without resilient utilities.

WHAT EXISTS

Distrust | Indifference | Fear

The U.S. water crisis involves crumbling infrastructure, funding gaps, a shrinking workforce, new regulatory challenges, rising costs and affordability concerns, and access gaps. The water utility sector has historically had little to no communication with the communities they serve. This lack of engagement created an environment of public mistrust, fear of drinking water safety, indifference to water challenges and, in some cases, even resistance to sustainable water solutions and policy, which in turn all heavily contribute to infrastructure, funding, and workforce challenges.

People don't understand their reliance on water, so they don't support increased investment in infrastructure and question their tap water's quality any time a failing system is mentioned on the national news. New talent isn't informed on the career opportunities in the sector, and most consumers are indifferent, not thinking twice about how water gets to their faucet. This reality weakens providers' ability to be sustainable anchor institutions in support of economic development and healthy, thriving communities.

WHAT COULD BE

Advocates | Sustainable Solutions

To solve this crisis, water providers need to engage communities in building the solution and moving policymakers in the right direction. Water infrastructure receives minimal support from the federal government and the burden of clean water and sanitation rests on the shoulders of customers, many of whom do not trust providers or understand the full value of the services they receive.

Fragmented, reactionary misunderstood, and dated communication efforts won't cut it.

Water providers aren't equipped to tell a compelling story, facilitate difficult conversations around complex topics, or truly engage stakeholders in a collaborative and meaningful way. When society doesn't know water's value, it doesn't invest in its upkeep.

Efforts must go beyond comms and into true education, engagement, and trust building. Rogue Water Lab believes trust is earned four ways: 1) by showing up for the community and meeting stakeholders where they are, 2) connection through conversations and experiences, 3) by telling the truth, and 4) through building advocates.

Rogue exists to equip, inspire, and empower water service providers to do this work.