



Pipeline Express

Provide high-quality water and exceptional services to the people and communities we support.

Building SPRWS' Social Media Presence: What we Learned in 2025

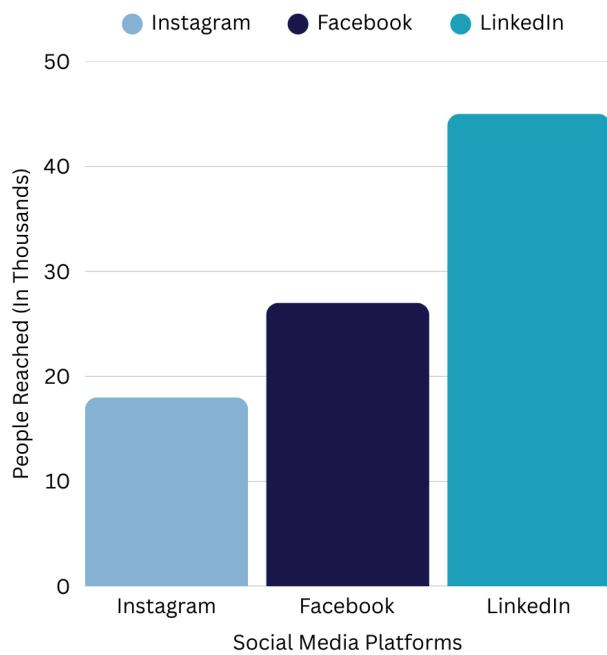
By Zach Stambaugh

In 2025, Saint Paul Regional Water Services took an important step by establishing an official presence on social media. While these platforms are often associated with entertainment or advertising, for a public utility they serve a different purpose: providing timely information, increasing transparency, and making it easier for customers and partners to stay informed about our work.

Because SPRWS did not have a consistent social media presence prior to 2025, the primary focus this year was simply to build a foundation. That meant launching accounts, posting regularly, and learning what types of information people found most useful. Now, at the end of the year, the data is showing that these efforts were successful in reaching residents, generating engagement, and creating new opportunities for communication.

Over the course of 2025, SPRWS shared content across Facebook, Instagram, and LinkedIn. Facebook and Instagram were used to connect with customers and the broader community, while LinkedIn helped

SPRWS Social Media Outreach
2025



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extend SPRWS' visibility among professional audiences, partner organizations, and regional stakeholders. All activity across these platforms was organic, meaning no paid promotion was used.

Facebook

Facebook generated the highest overall visibility, with more than 27,000 views throughout the year and over 4,000 visits to the SPRWS page. In addition to likes and comments, Facebook also facilitated direct communication, with several customers reaching out through messages.

Instagram

Instagram supported visual storytelling and community awareness, generating more than 18,000 views and reaching nearly 4,000 accounts. These posts encouraged people to explore the SPRWS profile, highlighting a growing interest in learning more about our services.

LinkedIn

LinkedIn played a different but equally important role. In 2025, SPRWS content on LinkedIn generated more than 45,000 impres-

sions and steady engagement in the form of reactions, comments, and reposts. The platform also saw strong follower growth, reflecting increased awareness of SPRWS among professionals and institutions. Most LinkedIn followers were located in the Twin Cities region, with additional reach into other major metropolitan areas.

Patterns

Across all platforms, a few clear patterns stood out. Video posts were effective in generating views and fostering various forms of engagement. Image posts that showed SPRWS work in action, such as community engagement events, lead pipe replacements, and efforts to keep drinking water safe appeared to generate the most interest. These updates seemed to connect with audiences by giving them a clearer, more practical look at the work SPRWS does and why it matters to the community.

Key Takeaways

One of the key takeaways from 2025 is that social media can support SPRWS' communication efforts in ways that go beyond

simple visibility. Sharing updates and explanations online gives customers another place to find information and stay informed, which may help reduce confusion and complement traditional customer service channels. This first year also highlighted the importance of coordination across the organization. Clear, accurate communication relies on timely input from many teams, including project details, schedules, photos, and plain-language explanations. Looking ahead to 2026, SPRWS is well positioned to build on this foundation. With a clearer understanding of what resonates with audiences, future efforts can focus on refining content, improving consistency, and strengthening collaboration between divisions and the marketing team. Early coordination will allow communications to be more proactive and informative. Staff are encouraged to share ideas, updates, and stories that could be valuable to the public. Accurate and timely social media communication depends on collaboration across SPRWS. If you have ideas or information to share with our customers in 2026, please contact Josh Cobb or Zach Stambaugh.



Website: Updated on January 5

This year, OTC has redesigned StPaul.gov to make it easier for everyone to find information, stay oriented, and move confidently through city services online. Launched January 5, the new site features cleaner design, improved accessibility, simplified navigation, and a modern look built from two years of research and user feedback.

The redesigned website will bring meaningful improvements for both visitors and staff. Visitors will see clearer pathways through services, while staff will benefit from a more intuitive editor experience, including updated components, improved page structure, and streamlined navigation.

You'll also see a persistent sidebar menu, along with consistent navigation tools that directly respond to usability issues raised by staff and community members. Together, these updates make StPaul.gov more inclusive, responsive, and aligned with how people actually use the website.

Please take a few moments to visit the new site and become familiar with where information is and how to navigate it with the new menus. This is particularly important if you deal with the public and need to help them find information on billing, water quality, or other information on our pages.

AJ ROSS HIRED AS AN ASSET MANAGER

AJ Ross started December 29, 2025.



AJ Ross

AJ Ross is the new asset manager working within the engineering division. He attended University of Minnesota Moorhead and received a bachelor's degree in project management. He worked at the Burnsville utility department starting as a field maintenance worker and eventually becoming the water treatment plant supervisor. During his time in Burnsville he setup an asset management system for the distribution system as well as the water plant. He also has experience at Dakota County where he worked to establish best practices to keep their facility asset management system uniformly updated across all division departments. He sees SPRWS as a great opportunity to combine his mix of past experiences to make a lasting impact.

He grew up in Big Rapids, Michigan and has lived in Minnesota for the past 16 years. He currently lives in Hastings with his wife Becky and their three sons; Quinn (4), Theo (7), & Harley (9). Outside of work he spends a lot of time with his family and tries to get outdoors as much as possible. He likes to go up north on weekend trips walleye fishing or hunting at his hunting camp in the Moose Lake area. He also watches a lot of football, basketball, and hockey.

Complete Your Required Safety Training in Learn Share (UL)

As we move into 2026, employees should have received an email during the first week of the year outlining their required safety training assignments in Learn Share (UL). These assignments encompass the majority, if not all, of the mandatory training courses employees are expected to complete for the year. All assigned courses must be completed by December 31, 2026.

You may notice that your assigned UL training looks different than in previous years. These changes were made intentionally to better align training requirements with actual job duties and to make more effective use of the full range of training already available within UL. The goal is to provide relevant, meaningful training, not simply to check boxes.

What's Changing in 2026

Training has been grouped and tailored by job function.

Field staff and office staff will no longer receive training that does not apply to their work.

Field employees will not be assigned office ergonomics training.
Office-based staff will not be assigned field-specific safety training.
Existing UL content is being used more strategically, rather than assigning generic or unnecessary courses.

Training Groups

Field / Operations roles: Safety, equipment, vehicle, and task-based training tied directly to work performed in the field.

Office / Administrative roles: Office safety, ergonomics, and compliance training applicable to desk-based work.

Specialty roles: Additional training based on specific job functions, equipment use, certifications, or regulatory requirements.

Timing and Planning Ahead

Online training for 2026 has already been assigned and began appearing in UL in early January. This was done intentionally to give employees the opportunity to get a head start and

spread training out over time. For staff who primarily work in the field, the winter months are an ideal time to complete required training before the busier summer construction season begins.

If you have not checked your email or are unsure which courses you have been assigned, please check with your supervisor. Employees who do not have regular access to a computer or office workspace are encouraged to use the training room on the first floor of the administration building to complete required courses.

If you believe you are missing required training for your job, or if something does not look right based on your actual duties, please contact Chuck Olson, located on the second floor of the administration building. The system is not perfect, but the intent is to make training assignments more accurate, more relevant, and more useful than in years past.

Completing required safety training on time helps ensure a safe, compliant, and well-prepared workforce. Thank you for making this a priority.

2026 City Calendars Now Available

The 2026 city of Saint Paul employee calendars are now available. These calendars include important information such as official pay dates and city-recognized holidays for the upcoming year.

Staff have received an email with a PDF version of the 2026 calendar.

In addition, hard copies have already been distributed to staff working in the administration building, the treatment plant, and Vadnais station. Calendars were also left in dispatch for distribution staff.

Employees who would like a printed copy of the calendar may request one

from Becky Carlson, Sandy Kimbrough, or Jodi Wallin, all of whom are located on the second floor of the administration building.

Please reach out to one of these staff members if you have questions or need assistance obtaining a calendar.