



## Creating the Future of Special Purpose Districts

Triton implements technological solutions for transparency of boards & consultants so as to increase access to information, and to expand the capabilities of districts and its public presence.

Triton was founded more than fifteen years ago with the purpose of upgrading local water districts to be more technologically accessible. This included website, director tools, online digital documents, digital access to facilities, and emergency alert systems for constituents. Over time, services expanded into communication consulting, including: press releases, bond awareness education, informational publications, online/social media content generation, and handling of public affairs. Implementation of these yielding an increase of access and overall public awareness of the Special Purpose District, thereby adding value for local taxpayers and securing future growth.

By increasing the technological presence of a district, the operational costs are inherently reduced. First, by reducing overall paper, print, and storage costs to comply with documentation requests by the public, state, or other agencies. Second, through telecommuting of board members, consultants, attorneys, etc. to meetings, conferences, and so forth, thereby reduces travel costs. Third, Triton implements policies, procedures, and solutions that allow for greater reaction time to emergencies, thereby further safeguarding the public. While these changes do naturally require additional oversight by board attorneys, the speed of meetings increases, as does the speed of response to constituent requests/issues by all divisions of the District. Consequent taxpayer savings allows for more growth, better bond ratings, and greater fiscal flexibility to respond to disasters, infrastructure needs, or other improvements. This improved PR bolsters public view and support regarding stewardship of public funds.

Improving communications with districts and their public, including expanding the ways the board and its consultants *can* communicate, must be a paramount business practice pursued by districts—the more aware the public is of *what* the Special Purpose District is and does, the more confidence the public can have in the goals and direction of their board. This shortens the runway in garnering community support for future bonds and expansion. That is a cost savings unto itself, enabling districts to promote what has already been accomplished, and *how* the District plans to go about future maintenance, improvements, and expansion. Communications also includes education for the public in general; creating websites, pamphlets, platforms, and social content/media on the various aspects of districts. These may include such items as explaining bills, product flows (like how does water get to your house anyway?), specific functions (think: “what is a lift station?”), and public educational hand-outs as part of basic civics classes. But responsible public service dictates having a protected and informed public, as with emergency text and email notices for public risks, including boil water notices, flood, service outage, inaccessible utilities, and other notices.

The Goal of Triton is ultimately to improve your District, through technology and communication, to cut costs, save taxpayer money, and to increase awareness & understanding of districts by the general public.

For more information, go to [www.tritoncg.com](http://www.tritoncg.com).