Communications Committee Meeting - January 6, 2020

1. Agenda Packet
   Documents:
   
   200106 AGENDA PACKET - POSTED 191231.PDF

2. Media Index By Agenda Item
   Documents:
   
   MEDIA INDEX BY AGENDA ITEM.PDF
COMMUNICATIONS COMMITTEE

AGENDA

DATE: Monday, January 6, 2020    TIME: 4:00 p.m.

1. CALL MEETING TO ORDER AND ROLL CALL

2. ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA

3. PUBLIC COMMENT
   Opportunity for members of the public to address the Committee. (Government Code Section 54954.3)

4. ACTION AGENDA
   The following items on the Action Agenda call for discussion and action by the Committee. All items are placed on the Agenda so that the Committee may discuss and take action on the item if the Committee is so inclined, including items listed for information.

   A. Communications Plan Metrics Reporting - FY 2019-20 First Quarter (Information Item)
   B. Participation and Water Service at Community Events (Information Item)
   C. Communications Team and Tasks (Information Item)
   D. San Diego Union-Tribune Neighborhood Town Hall, January 28, 2020 (Information Item)

5. CLOSED SESSION
   At any time during the regular session, the Committee may adjourn to closed session to consider litigation, personnel matters, or to discuss with legal counsel matters within the attorney-client privilege. Authority: Government Code Section 54954.5.

6. NEXT MEETING DATE: Monday, March 2, 2020

7. ADJOURNMENT

This agenda was posted at least seventy-two (72) hours before the meeting in a location freely accessible to the Public on the exterior bulletin board at the main entrance to the Authority’s office and it is also posted on the Authority’s website at www.sweetwater.org. No action may be taken on any item not appearing on the posted agenda, except as provided by California Government Code Section 54954.2. Any writings or documents provided to a majority of the members of the Sweetwater Authority Governing Board regarding any item on this agenda will be made available for public inspection at the Authority Administration Office, located at 505 Garrett Avenue, Chula Vista, CA 91910, during normal business hours. Upon request, this agenda will be made available in appropriate alternative formats to persons with disabilities, as required by Section 202 of the Americans with Disabilities Act of 1990. Any person with a disability who requires a modification or accommodation in order to participate in a meeting should direct such request to the Board Secretary at (619) 409-6703 at least forty-eight (48) hours before the meeting, if possible.

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A Public Water Agency
Serving National City, Chula Vista and Surrounding Areas
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TO: Governing Board (Communications Committee)
FROM: Management
DATE: December 31, 2019
SUBJECT: Communications Plan Metrics Reporting - FY 2019-20 First Quarter

SUMMARY
As part of the FY 2019-20 Strategic Plan Work Plan, staff was tasked with creating a Five-year Strategic Communications Plan (Plan). The Plan was developed to drive progress toward the Authority’s communication and outreach goals. This work effort was built on a foundation of outreach formed through the Authority’s existing award-winning communications program.

PAST BOARD ACTIONS
September 25, 2019 The Board approved that the Communications Committee meet quarterly; directed staff to provide a summary of outreach items performed the previous quarter at each meeting; concurred with the Communications Plan Metrics provided by staff; and concurred with the FY 2019-20 Strategy Framework provided by staff to be considered during development of the FY 2020-21 Strategic Plan Detailed Work Plan and Budget.

June 26, 2019 The Board received a presentation on the Five-year Strategic Communications Strategy.

FISCAL IMPACT
Funds for community outreach are included in the FY 2019-20 Budget.

POLICY
Strategic Plan Goal 4: Customer Service, Citizen Engagement, and Community Relations - Provide high quality customer service based on customer feedback and serve the community through education, outreach, and partnerships.

CONCLUSION
This is an information item only.

ATTACHMENT
Quarterly Report of Communications Metrics - FY 2019-20 First Quarter
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Communications Quarterly Performance Report
FY 2019-20, Q1 (July-September)

DIGITAL OUTREACH

<table>
<thead>
<tr>
<th>Website Traffic</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of visitors</td>
<td>27,224</td>
</tr>
<tr>
<td># of inquiries</td>
<td>332</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Social Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of followers (Facebook)</td>
<td>3,275</td>
</tr>
<tr>
<td># of followers (Twitter)</td>
<td>5,650</td>
</tr>
<tr>
<td># of posts</td>
<td>96</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Paid Social Media</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid/boosted post(s) reach</td>
<td>1,217</td>
</tr>
<tr>
<td>Digital ad campaign(s) reach</td>
<td>27,365</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$650</td>
</tr>
</tbody>
</table>

COMMUNITY OUTREACH

Community Interactions by Month:

July 2019
- Day of Play event
- Chula Vista Sustainability Team tour

August 2019
- National City National Night Out event
- Lemon Festival event
- HarborFest event
- Hydro Station Grand Opening & Ribbon Cutting Ceremony
- Chula Vista Chamber of Commerce Education Committee Meeting
- AWWA Women in Water event

September 2019
- South Bay Pride event
- Old Town National City (OTNC) Reunion water cooler donation
- Bonita Fest water cooler donation
Mailed Communication

| # of bill inserts & snipes | 3 |
| # of direct mail          | 1 |

List of Mailed Communications:
- Summer On Tap customer newsletter
- Flushing letter
- Fall On Tap customer newsletter
- Smart Leak Detector Rebate envelope snipe

Funded Education Programs

| Ms. Smarty-Plants Assemblies | 4 |
| Total students reached       | 1,059 |

Ongoing Education Partnerships*
- Hydro Station
- Olivewood Gardens

*Number of students reached provided annually

MEDIA COVERAGE

Coverage

| # of stories | 51 |

List of coverage topics:
- AWWA award
- Citizens Advisory Committee
- Main break
- Committee meeting minutes/recordings
- Directors appointments
- SWMOA award
- Landscape contest winners
- Julio Salazar’s H.R. LaBounty award
- Hydro Station Grand Opening
- Flume rebate
- National City hydrant knock down
- Sand mining
- Rate structure

Coverage by Topic Category

Category
- Operations – work performed
- Programs – education, water efficiency, etc.
- Awards – given to Authority by others
- Administrative/Board – policy driven
- Other - other
TO: Governing Board (Communications Committee)

FROM: Management

DATE: December 31, 2019

SUBJECT: Participation and Water Service at Community Events

SUMMARY
The Authority has a long-standing history of participating in community events. From large to small scale community events, and with or without the water tanker, the Authority has prided itself on having a strong presence in the community. Participating in community events is part of the Authority’s FY 2019-20 Strategic Plan Detailed Work Plan.

As we approach the upcoming annual goal setting and budgetary process, we will be reviewing our strategy for community events. In order to create universal messaging in alignment with the Five-year Strategic Communications Plan, messaging at these events will have a more branded focus on the safety and reliability of tap water. Staff has identified alternative event set-ups that will be less labor-intensive while also improving the opportunities to interact with the community.

Staff is researching these methods and will seek input and capital consideration from the Board in the FY 2020-21 Strategic Plan Detailed Work Plan. Additional information will be provided at the Communications Committee meeting in March 2020.

PAST BOARD ACTION
September 25, 2019 The Board approved that the Communications Committee meet quarterly; directed staff to provide a summary of outreach items performed the previous quarter at each meeting; concurred with the Communications Plan Metrics provided by staff; and concurred with the FY 2019-20 Strategy Framework provided by staff to be considered during development of the FY 2020-21 Strategic Plan Detailed Work Plan and Budget.

FISCAL IMPACT
Funds for water tanker requests are included in the FY 2019-20 Budget. New alternatives would require funding in the FY 2021-21 Budget.
POLICY

Strategic Plan Goal 4: Customer Service, Citizen Engagement, and Community Relations: Provide high quality customer service based on customer feedback and serve the community through education, outreach, and partnerships.

- Objective CS1: Develop an outreach program that includes a multi-faceted approach to communications and customer outreach - including, but not limited to, press releases, web-based communications, social media, community presentations, community events, educational opportunities, and periodically surveying customer opinion.
  - 001.00 Coordinate and participate in community events, which may include a booth and/or water tanker

CONCLUSION

This is an information item only.

ATTACHMENT

Policy 519 - Event Endorsement and Sponsorship
POLICY 519 – EVENT ENDORSEMENT AND SPONSORSHIP

POLICY

The Governing Board (Board) may endorse or sponsor certain events as requested by nonprofit, government, and educational organizations, to support community events held within the Authority’s service area. The Board’s endorsement or sponsorship is intended to increase the quality of the event and demonstrate the Board’s commitment to the requested activities that support and celebrate the community.

PROCEDURE

Nonprofit, government, and educational organizations seeking a decision from the Board on endorsement or financial sponsorship of activities within the Authority’s service area will submit a written request for an endorsement to the General Manager at least one (1) month prior to the actual date of the event to allow for consideration. The request will undergo a review by the Board to verify the merits of the requested endorsement or financial sponsorship. The Board reserves the right to reject or condition its involvement at its sole discretion, subject to applicable local, state, and federal laws.

The General Manager may also consider and approve event endorsement and sponsorship requests on a case-by-case basis, when deemed in the best interests of the Authority and within the funds allowable by the budget and General Manager authorization levels.

Only events that are in the Authority service area, are open to the general public, and do not charge an entrance fee will be considered.

If approved, the endorsed or sponsored activities may use the Authority’s name and logo in its promotions.

Requests for written information, reports, data, or photos that are related to the request for endorsement or sponsorship can be provided subject to a standard public records request submitted to the Authority’s Board Secretary.

The General Manager shall provide periodic reports to the Board on events endorsed and sponsored.
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TO: Governing Board (Communications Committee)

FROM: Management

DATE: December 31, 2019

SUBJECT: Communications Team and Tasks

SUMMARY
As part of the FY 2019-20 Strategic Plan Work Plan, staff was tasked with creating a Five-year Strategic Communications Plan (Plan). Based on questions around the Plan and staffing, the attached diagram was created to help inform about the work performed by the Communications Team.

PAST BOARD ACTIONS
September 25, 2019  The Board approved that the Communications Committee meet quarterly; directed staff to provide a summary of outreach items performed the previous quarter at each meeting; concurred with the Communications Plan Metrics provided by staff; and concurred with the FY 2019-20 Strategy Framework provided by staff to be considered during development of the FY 2020-21 Strategic Plan Detailed Work Plan and Budget.

June 26, 2019  The Board received a presentation on the Five-year Strategic Communications Strategy.

FISCAL IMPACT
Funds for community outreach are included in the FY 2019-20 Budget.

POLICY
Strategic Plan Goal 4: Customer Service, Citizen Engagement, and Community Relations - Provide high quality customer service based on customer feedback and serve the community through education, outreach, and partnerships.

CONCLUSION
This is an information item only

ATTACHMENT
Communications Team and Tasks
COMMUNICATIONS TEAM

PUBLIC AFFAIRS MANAGER
SWEETWATER AUTHORITY

THREESIXTY PUBLIC STRATEGIES

GENERAL MANAGER
SWEETWATER AUTHORITY

SVPR COMMUNICATIONS

PUBLIC AFFAIRS REPS (2)
SWEETWATER AUTHORITY

OUTREACH

DIGITAL, COMMUNITY & MEDIA

Website
Social media
  • Facebook
  • Twitter
  • Next Door
  • LinkedIn
Intranet
Digital campaigns
Graphic design
Customer newsletter
Employee newsletter
Speakers Bureau
Project outreach
Programs outreach
Developer outreach
Education programs
  • Mini-grant Program
  • High School Photo Contest
  • “Water is Life” Poster Contest
Education partnerships
  • Hydro Station
  • Olivewood Gardens
  • Thrively
  • Living Coast Discovery Center
  • Splash Lab & Green Machine
Water Quality Report
Prop 218 notices
Fact sheets / outreach materials
Water tanker / cooler donations
Community events
Special events
Sponsorships
Tours
Press releases
Media relations
Advertisements
Story placement

ADMINISTRATIVE

Communications Committee
Citizens Advisory Committee
Budget planning and management
Communications plan implementation
Work plan implementation

INDUSTRY

Water Conservation Garden Marketing Committee
California Association of Public Information Officials
South County Association of Marketing Professionals
Award applications (AWWA, ACWA, SCEDC, ASCE, etc.)
Neighborhood Town Halls

Come and be heard
Share your thoughts, questions and ideas about news and issues in your part of San Diego with Union-Tribune leadership and staff.

UPCOMING TOWN HALL
TUESDAY, JANUARY 28, 2020
Starts promptly at 6:30 p.m.

the YMCA
Border View Family YMCA in Otay Mesa West
3601 Arey Drive, San Diego, CA 92154
Check-in is at 6 p.m.

CLICK HERE TO REGISTER FOR FREE

FUTURE TOWN HALL
Palomar Family YMCA in Escondido
April 2020
COMMUNICATIONS COMMITTEE
MEDIA INDEX BY AGENDA ITEM

AGENDA

DATE: Monday, January 6, 2020     TIME: 4:00 p.m.

1. CALL MEETING TO ORDER AND ROLL CALL (00:12)

2. ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA (00:27)

3. PUBLIC COMMENT (00:31)
   Opportunity for members of the public to address the Committee. (Government Code Section 54954.3)

4. ACTION AGENDA
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   A. Communications Plan Metrics Reporting - FY 2019-20 First Quarter (Information Item) (00:49)
   B. Participation and Water Service at Community Events (Information Item) (14:03)
   C. Communications Team and Tasks (Information Item) (21:05)
   D. San Diego Union-Tribune Neighborhood Town Hall, January 28, 2020 (Information Item) (28:41)

5. CLOSED SESSION (31:47)
   At any time during the regular session, the Committee may adjourn to closed session to consider litigation,
   personnel matters, or to discuss with legal counsel matters within the attorney-client privilege. Authority:
   Government Code Section 54954.5.

6. NEXT MEETING DATE: Monday, March 2, 2020 (31:50)

7. ADJOURNMENT
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