Communications Committee Meeting - March 2, 2020

1. Agenda Packet

   Documents:

   200302 REVISED AGENDA PACKET POSTED 200227.PDF

2. Media Index By Agenda Item

   Documents:

   MEDIA INDEX BY AGENDA ITEM.PDF
COMMUNICATIONS COMMITTEE

AGENDA

DATE: Monday, March 2, 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 ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA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. Outreach to Senior Citizens (Information Item)
   D. Partnership Event Opportunity with the San Diego County Water Authority (No Enclosure)

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, June 1, 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.

To e-subscribe to receive meeting agendas and other pertinent information, please visit www.sweetwater.org.

A Public Water Agency
Serving National City, Chula Vista and Surrounding Areas
This page intentionally left blank.
TO: Governing Board (Communications Committee)
FROM: Management
DATE: February 26, 2020
SUBJECT: Communications Plan Metrics Reporting - FY 2019-20 Second 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 Second Quarter
Public Affairs Quarterly Performance Report
FY 2019-20, Q2 (October-December)

DIGITAL OUTREACH

Website Traffic

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of visitors</td>
<td>25,092</td>
</tr>
<tr>
<td># of inquiries</td>
<td>298</td>
</tr>
</tbody>
</table>

Social Media

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of followers (Facebook)</td>
<td>1,123</td>
</tr>
<tr>
<td># of followers (Twitter)</td>
<td>1,974</td>
</tr>
<tr>
<td># of posts</td>
<td>103</td>
</tr>
</tbody>
</table>

Paid Social Media

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Paid/boosted post(s) reach</td>
<td>N/A</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:
October 2019
- National City Fire Department training
- WaterSmart Innovations Conference presentation
- CA-NV AWWA Conference presentation
- SDCWA Joint Public Information Conservation Coordinators Meeting hosted at Hydro Station
- Regional Water Quality Control Board Tour of Flushing Program
- Salute to Navy event sponsorship
- Central Elementary Fall Festival donation

November 2019
- National City Fire Department training
- Chula Vista Chamber of Commerce Leadership Council presentation
- CFEE presentation
- Chula Vista Sustainability Commission Meeting hosted at Hydro Station
- Chula Vista Starlight Parade event
- Board Secretaries Meeting hosted at Hydro Station
- National City Kimball Holiday event sponsorship

**Mailed Communication**

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

**List of Mailed Communications:**
- Census 2020 bill insert

**Funded Education Programs**

<table>
<thead>
<tr>
<th>Program</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ms. Smarty-Plants Assemblies</td>
<td>8</td>
</tr>
<tr>
<td>Splash Lab/Green Machine</td>
<td>4</td>
</tr>
<tr>
<td>Mini-grant programs</td>
<td>2</td>
</tr>
<tr>
<td><strong>Total students reached</strong></td>
<td><strong>3,878</strong></td>
</tr>
</tbody>
</table>

**Ongoing Education Partnerships***

<table>
<thead>
<tr>
<th>Partnership</th>
</tr>
</thead>
<tbody>
<tr>
<td>Hydro Station</td>
</tr>
<tr>
<td>Olivewood Gardens</td>
</tr>
</tbody>
</table>

***Number of students reached provided annually

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**MEDIA COVERAGE**

**Coverage**

| # of stories | 7 |

**List of coverage topics:**
- Flushing program
- Hydro Station
- Veteran employees
- Rates
- Water loss
- National City Fire Department Training

**Coverage by Media Type**

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>23</td>
</tr>
<tr>
<td>Television</td>
<td>24</td>
</tr>
<tr>
<td>Other</td>
<td>4</td>
</tr>
</tbody>
</table>

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*Thank you note from Dr. Brady, NSD District Superintendent, for mini-grant for Olivewood School.*

Authority-funded Ms. Smarty-Plants Assembly at Loma Verde Elementary, December 2019

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**Coverage by Topic Category**

- Operations
- Programs
- Awards
- Administrative/Board
- Other

**Category**
- Operations – work performed
- Programs – education, water efficiency, etc.
- Awards – given to Authority by others
- Administrative/Board – policy driven
- Other - other
Outreach Activities
October – December 2019
This page intentionally left blank.
TO: Governing Board (Communications Committee)  
FROM: Management  
DATE: February 26, 2020  
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.

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.

In the existing set-up, the Authority provides a water tanker at some community events. The criteria for the events is detailed in Board Policy 519 (see attachment). The tanker holds 500 gallons of water and its main function is to serve as a device to provide water during scheduled and unscheduled water outages. This tanker is large, typically the size of an entire booth space, and there are a number of logistical challenges involved in 1) preparing the tanker for an event, 2) delivering the tanker to the event site, and 3) removing the tanker at the conclusion of the event. It is staff-time intensive, and requires the work of multiple departments to coordinate (Administration, Water Quality, Distribution, and Engineering).
In addition to the challenges during setup for events, the unit is not user-friendly or ADA compliant. As the public approaches the tanker, which is industrial looking, many are not aware that it serves fresh drinking water or how to operate the handles to fill their bottles and cups.

In all cases, the capacity of the tanker is oversized and at the conclusion of the event, there is leftover, wasted water. The range of cost to take a water tanker to a community event is around $2,500 per event.

In a search for more efficient, cost-effective alternatives to the current water tanker, staff has identified self-contained trailer units available for purchase. These units include a 300 gallon water tank, as well as four user-friendly standard glass filler style spigots, including ADA-compliant access. The trailer unit can be hitched to an Authority truck and easily transported to an event site. These units can be custom-wrapped to include Authority branding and messaging. With the smaller tank size and user-friendly design, a unit like this would enable the Authority to not only participate in more events, but also streamline the preparation process and decrease overall staff time and associated costs. The total one-time capital cost for such a unit ranges from $55,000 - $65,000.
Memo to: Governing Board (Communications Committee)  
Subject: Participation and Water Service at Community Events  
February 26, 2020  
Page 3 of 4  

This past fiscal year, staff also piloted a new program to serve water for smaller community events (up to 300 people). The Authority has four smaller 10 gallon coolers of water that can be dropped off at community events. The event organizer then returns the empty coolers and any leftover cups to the Authority at the conclusion of the event (or the next business day). This has been successful and less staff intensive, but is limited in scope based on the amount of water that the coolers can hold. The range of cost for the coolers is about $500 per event.

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.

January 6, 2020  
The Communications Committee discussed the initial concept of promoting tap water and changing the scope of the Authority’s event involvement.

FISCAL IMPACT
Staff is researching these methods and will seek input and capital consideration from the Board in the FY 2020-21 budget process.

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.
Memo to: Governing Board (Communications Committee)
Subject: Participation and Water Service at Community Events
February 26, 2020
Page 4 of 4

  o 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: February 26, 2020

SUBJECT: Outreach to Senior Citizens

SUMMARY

At the request of Directors Calderon-Scott and Cerda, outreach to members of the senior citizen community was included for consideration by the Communications Committee. Staff has identified a list of groups to contact to schedule presentations.

The following groups offer a diverse population that not only covers senior citizens, but other members of the community:

1) St Pauls Pace - West Chula Vista
2) Norman Park Senior Center - West Chula Vista
3) MAAC - West Chula Vista
4) South Bay Community Services - West Chula Vista
5) Chula Vista Collaborative - West Chula Vista
6) Bonita Historical Society - Bonita, Chula Vista
7) Bonita Optimist Club - Bonita
8) Sweetwater Woman's Club - Bonita
9) Las Primeras - Bonita
10) Operation Samahan - National City
11) Kitchenistas - National City

Staff plans to reach out to these groups to schedule presentations and will share any outreach with the Governing Board as part of the regular agenda.

PAST BOARD ACTIONS

There are none.
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.
REVISED
(Item 4. D. was added to the agenda)

COMMUNICATIONS COMMITTEE
MEDIA INDEX BY AGENDA ITEM

AGENDA

DATE: Monday, March 2, 2020    TIME: 4:00 p.m.

1. CALL MEETING TO ORDER AND ROLL CALL (00:02)

2. ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA (00:21)

3. PUBLIC COMMENT (00:27)
   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) (00:32)
   B. Participation and Water Service at Community Events (Information Item) (26:58)
   C. Outreach to Senior Citizens (Information Item) (51:17)
   D. Partnership Event Opportunity with the San Diego County Water Authority (No Enclosure) (1:09:08)

5. CLOSED SESSION (1:18:07)
   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, June 1, 2020 (1:18:09)

7. ADJOURNMENT (1:18:12)