Communications Committee Meeting - June 1, 2020

1. Agenda Packet
   Documents:

200601 AGENDA PACKET - POSTED 200528.PDF
Notice: Pursuant to Governor Newsom’s Executive Orders N-29-20 and 33-20, which in part, provide waivers to certain Brown Act provisions, meetings of the Board of Directors will be held by teleconference. There will be no physical location from which members of the public may participate. Instead, the public may listen and/or view the meeting proceedings and provide public comment and comments on agenda items by following these instructions:

To join via Zoom Webinar from a computer, tablet, or smartphone, click on the link below:
https://zoom.us/j/91458023440

To join this meeting via telephone, please dial:
1-669-900-6833 or 1-253-215-8782
Meeting ID: 914 5802 3440

If you are unable to access the meeting using this call-in information, please contact the Board Secretary at (619) 409-6703 for assistance.

To provide public comment on non-agenda items or to provide public comment on any item of the agenda:

Before the meeting:
- Go to www.sweetwater.org; click on the “HOW DO I…” at the top of the page; and then click on the “Public Comment” link in the Contact section.

OR
- Physically deposit your public comment in the Authority’s payment drop box located in the public parking lot at the Authority’s Administrative Office at 505 Garrett Avenue, Chula Vista.

OR
- Mail your comments to 505 Garrett Avenue, Chula Vista, CA 91910 [Attention: Public Comment].

All written public comment submissions must be received 1 hour in advance of the meeting and will be read aloud to the Board during the appropriate portion of the meeting with a reading limit of 3 minutes for each comment.
During the meeting:
The Chair will inquire prior to Board discussion if there are any comments from the public on each item.

- Via Zoom Webinar go to Participants List, hover over your name and click on “Raise Hand.” This will notify the moderator that you wish to speak during Oral Communication or during a specific item on the agenda.

- Via phone, you can raise your hand by pressing *9 to notify the moderator that you wish to speak during the current item.

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. The above public comment procedures supersede any Authority standard public comment policies and procedures to the contrary.

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 Third Quarter (Information Item)
   B. Outreach for Preferential Purchasing for Local Businesses Program (Information Item)
   C. Community Events (No Enclosure)

5. CLOSED SESSION.
   At any time during the regular session, the Committee may adjourn to closed session to discuss real property matters within the attorney-client privilege, subject to the appropriate disclosures. (Government Code Section 54956.8).

6. NEXT MEETING DATE: Monday, September 14, 2020 at 4:00 p.m.

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.
TO: Governing Board (Communications Committee)

FROM: Management

DATE: May 28, 2020

SUBJECT: Communications Plan Metrics Reporting - FY 2019-20 Third 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 and reflects input received by the Communications Committee and the Board. Future quarterly reports will go directly to the Board in similar fashion as other informational reports.
Memo to: Governing Board (Communications Committee)
Subject: Communications Plan Metrics Reporting - FY 2019-20 Third Quarter
May 28, 2020
Page 2 of 2

ATTACHMENT
Quarterly Report of Communications Metrics - FY 2019-20 Third Quarter
Public Affairs Quarterly Performance Report
FY 2019-20, Q3 (January – March)

DIGITAL OUTREACH

Website Traffic

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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<tbody>
<tr>
<td># of visitors</td>
<td>25,762</td>
</tr>
<tr>
<td># of inquiries</td>
<td>322</td>
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</tbody>
</table>

Social Media

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td># of followers (Facebook)</td>
<td>1,147</td>
</tr>
<tr>
<td># of followers (Twitter)</td>
<td>2,018</td>
</tr>
<tr>
<td># of posts</td>
<td>95</td>
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</tbody>
</table>

Paid Social Media

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Paid/boosted post(s) reach*</td>
<td>8,831</td>
</tr>
<tr>
<td>Digital ad campaign(s) reach</td>
<td>N/A</td>
</tr>
<tr>
<td>Total Cost</td>
<td>$200</td>
</tr>
</tbody>
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*Photo contest and Fix a Leak Week

COMMUNITY OUTREACH

Community Interactions by Month:

January 2020
- Fredricka Manor presentation
- Women in Water Symposium panel presentation

March 2020
- Mater Dei High School Career Day panel presentation
- National City State of the City Address
- SWA High School Photo Contest Reception

Mailed Communication

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td># of bill inserts &amp; snipes</td>
<td>3</td>
</tr>
<tr>
<td># of direct mail</td>
<td>2</td>
</tr>
</tbody>
</table>
List of Mailed Communications:
- Winter On Tap newsletter ($2,284.52)
- Bonita Flushing notification letter ($4,156.29)
- ADU bill insert ($1,734.23)
- Spring On Tap newsletter ($2,284.52)
- COVID-19 postcard ($15,454.39)

Ongoing Education Partnerships*
- Hydro Station ($10,000 annual sponsorship)
- Olivewood Gardens ($10,000 annual sponsorship)

*Number of students reached provided annually

Funded Education Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Quantity</th>
<th>Cost</th>
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<tbody>
<tr>
<td>Ms. Smarty-Plants Assemblies</td>
<td>5</td>
<td>$3,800</td>
</tr>
<tr>
<td>Splash Lab/Green Machine</td>
<td>2</td>
<td>$1,480</td>
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<tr>
<td>Mini-grant programs</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Total cost</td>
<td></td>
<td>$5,050</td>
</tr>
<tr>
<td>Total students reached</td>
<td></td>
<td>2,272</td>
</tr>
</tbody>
</table>

MEDIA COVERAGE

Coverage

<table>
<thead>
<tr>
<th># of stories</th>
</tr>
</thead>
<tbody>
<tr>
<td>12</td>
</tr>
</tbody>
</table>

List of coverage topics:
- Chlorine tank spill near Sweetwater Reservoir
- Door-to-door scammers
- General Manager’s new contract
- SWA and Otay working group & feasibility studies
- CAC Member Delfina Gonzales
- SWA High School Photo Contest
- Fire hydrant knock down
- Suspended shut-offs during COVID-19

Coverage by Media Type

<table>
<thead>
<tr>
<th>Media Type</th>
<th>Coverage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Print</td>
<td>6</td>
</tr>
<tr>
<td>Television</td>
<td>5</td>
</tr>
<tr>
<td>Other</td>
<td>1</td>
</tr>
</tbody>
</table>

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
January - March 2020

THINKING ABOUT BUILDING A GRANNY FLAT?

Building an Accessory Dwelling Unit requires a change to your current land use, and may require an exchange in your water use. Sweetwater Authority recommends that you consult with Sweetwater Authority before you make any changes to your water usage.

Questions? We're here to help:
www.sweetwater.org/waterservice
(619) 490-3433

SWEETWATER AUTHORITY COVID-19 UPDATE

We understand these are difficult and uncertain times, and we at Sweetwater Authority know the community depends on us to continue to provide essential services during this emergency. As we navigate this crisis together, we want to share our commitment to you:

SAFE
Your water service will continue throughout this emergency.

RELIABLE
We’re here to help and we’re here to help. Call us at (619) 490-3433 with any questions.

SERVICE
For the latest information, visit www.sweetwater.org/covid19.

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TO: Governing Board (Communications Committee)
FROM: Management
DATE: May 28, 2020
SUBJECT: Outreach for Preferential Purchasing for Local Businesses Program

SUMMARY
Sweetwater Authority (Authority) will be providing targeted outreach to local businesses. The Board authorized the General Manager to further the Board’s compelling interest to bring back economic stability within its service area by significantly increasing the outreach and participation of small, local, and disadvantaged businesses in Authority contracts.

Website
Beginning the week of June 8, the Authority will launch a new section on their website for businesses to connect for the purpose of doing business with the Authority. This new form will allow businesses interested in working with the Authority to read more about the organization and the Preferential Purchasing for Local Businesses Program (Program). It will also provide an electronic form for them to submit their information to stay informed about bid opportunities.

Promotion
Prior to the launch of the website, the General Manager will coordinate with the Chair on a press release that will be used for the development of promotional materials. Once the website is launched, Authority staff will use the press release speaking points to promote the Program through social media channels and the customer newsletter. In addition, staff is working with the local chambers of commerce to schedule presentations and participate in events to promote the Program. In the proposed budget for FY 2020-21, there are monies designated to print and mail two direct mail pieces to local businesses in the upcoming fiscal year.

PAST BOARD ACTIONS
April 22, 2020 The Governing Board considered the Policy for the Procurement of Services (Including Construction), Supplies, and Equipment and directed staff to bring the policy back to the Board with the following changes: Add language as requested by legal counsel; add language that the business must be a rate payer in good standing; add language to include small
business; add language that the outreach is done every six months; and add language for a waiver of liability as it applies to disposition.

June 7, 2019 The Governing Board approved the FY 2019-20 Strategic Plan Work Plan that included the goal to update the Authority’s purchasing policy.

FISCAL IMPACT
Funds for community outreach are included in the proposed FY 2020-21 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 CS4: Support local and disadvantaged businesses in the community.

Resolution 20-10, A Resolution of the Governing Board of Sweetwater Authority Amending and Restating Resolution 20-07, Declaring an Emergency Due to the COVID-19 Health Pandemic, passed May 13, 2020

- **BE IT FURTHER RESOLVED**, that the Governing Board authorizes the General Manager to further the Board’s compelling interest to bring back economic stability within its service area by significantly increasing the outreach and participation of small, local, and disadvantaged businesses in Authority contracts

Policy 517, Financial Policies - Policy for the Procurement of Services (Including Construction), Supplies, and Equipment, Preferential Purchasing for Local Businesses

- Authority staff will maintain a vendor database that will include, but not be limited to, local, small, and disadvantaged businesses (“Local, Small, and/or Disadvantaged Business”) within the Authority’s service area. Authority staff may provide preferences to Local, Small, and/or Disadvantaged Business as part of the selection process for non-professional services, supplies, and equipment, unless prohibited by Federal or State laws. If a Local, Small, and or/ Disadvantaged Business is not the lowest bidder, then Authority staff may provide a preference of up to 10 percent over the lowest procured price when awarding a purchase involving Local, Small, and/or Disadvantaged Business. In addition, Authority staff, on an biannual basis, will undertake outreach to communicate with the local vendor community to provide information on how to better access the Authority’s procurement process. In order to qualify for this local preference a Local, Small, and/or Disadvantaged Business must provide proof of having a current valid local business license and either (a) be an Authority rate payer in good standing for the past six months, or (B) receive
authority water service at its business location for the past six months, paid by a third party.

CONCLUSION

This is an information item only.