



## SWEETWATER AUTHORITY

505 GARRETT AVENUE  
POST OFFICE BOX 2328  
CHULA VISTA, CALIFORNIA 91912-2328  
(619) 420-1413  
FAX (619) 425-7469  
www.sweetwater.org

GOVERNING BOARD  
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GENERAL MANAGER

JENNIFER H. SABINE  
ASSISTANT GENERAL MANAGER

## COMMUNICATIONS COMMITTEE

### AGENDA

**DATE: Thursday, July 16, 2020**

**TIME: 4:00 p.m.**

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](http://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.

Consideration of Communications/Outreach Consulting Services

**5. DIRECTORS’ COMMENTS.**

Directors’ comments are comments by Directors concerning Authority business that may be of interest to the Committee. Directors’ comments are placed on the Agenda to enable individual Board members to convey information to the Board and the Public. There is no discussion or action taken on comments made by Board members.

**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](http://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](http://www.sweetwater.org).*



## BOARD ACTION

**TO:** Governing Board (Communications Committee)  
**FROM:** Management  
**DATE:** July 10, 2020  
**SUBJECT:** Consideration of Communications/Outreach Consulting Services

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### **SUMMARY**

At its June 24 meeting, the Board moved \$46,000 from the budget for communication outreach to the Expense Contingency fund and referred consideration of the use of communication outreach consultants and staffing levels to the Communications Committee. For reference on the use of consultants and staffing levels prior to the recent Board action, attached is a document that was presented to the Communications Committee in December of 2019 and details the following:

- Organization of the section, including staffing levels and consultant reporting relationships; and
- Work duties performed and managed by this section.

#### Recent Use of Consultants

In 2018, the General Manager executed a contract with SVPR Communications to assist with improving and enhancing the Authority's reputation amongst its Latino customers and to amplify the Authority's outreach efforts by increasing exposure in print and other media. In 2019, the Board approved the continuation of SVPR Communications' services and the addition of Three-Sixty Strategies (formerly Laing Communications) for on-call crisis communications assistance as needed.

#### Future Needs

In 2019, the Authority completed its first Five-year Strategic Communications Plan. This plan provides a road map for a span of five years. A public opinion poll/customer survey was included in the Board-approved FY 2020-21 Budget and will be conducted in the Fall of 2020. This survey, which the Strategic Communication Plan recommended, will provide data to staff regarding outreach preferences, demographic data, and other metrics to help determine the outreach needs and resources needed to implement the Strategic Communications Plan and effective customer outreach. This data will also help staff to determine the long-term staffing levels and consulting needs for the Authority's Public Affairs staff.

Memo to: Governing Board (Communications Committee)  
Subject: Consideration of Communications/Outreach Consulting Services  
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To assist with outreach efforts until the survey is completed and data has been reviewed and presented to the Board, staff is recommending two separate contracts. For translation services, staff recommends that Authority staff obtain services (through a Request for Quotes) for translation services. Following the Board-approved Financial Policies for procurement, staff would develop an RFQ to obtain translation services that meet the needs of the Authority. For assistance with outreach and communications, staff recommends that the Authority obtain services (through a Request for Proposals) for on-call Communications/Outreach services with a scope of work including the following:

- Crisis communications
- Introductions to local community groups
- Feedback on community reputation/perceptions and feedback on areas of improvement
- Assistance with written external communications and promotion
- Advice and review of materials and plans

At the conclusion of the customer survey, the findings from the study would be brought back to the Communications Committee to determine future consultant needs and resources for implementation.

### **PAST BOARD ACTIONS**

- June 24, 2020 The Governing Board moved the \$46,000 budget for communication outreach to the Expense Contingency fund, and referred consideration of use of communication outreach consultants and staffing levels to the Communications Committee.
- June 26, 2019 The Governing Board awarded a two-year contract, with a contract termination clause, for an amount not to exceed \$36,000 annually to SVPR Communications, La Mesa, CA.
- April 10, 2019 The Governing Board approved to enter into an agreement with Laing Strategic Communications on an as-needed basis, not to exceed an annual amount of \$10,000.

### **FISCAL IMPACT**

The fiscal impact depends upon Board action.

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## **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.

Policy 517 – Financial Policies, Procurement Policy

## **ALTERNATIVES**

1. Provide direction on translation services:
  - a. Move \$5,000 from Expense Contingency to the Communications Outreach Budget for translation services; or
  - b. Direct staff to stop the translation of documents.
2. Provide direction on on-call communication outreach/assistance:
  - a. Move \$10,000 from Expense Contingency to the Communications Outreach Budget for on-call communication/outreach assistance; and
  - b. Direct staff on how to select consultant; or
  - c. Direct staff to no longer use the services of on-call communication outreach/assistance.

## **STAFF RECOMMENDATION**

Staff recommends that the Governing Board move \$15,000 Expense Contingency to the Communications Outreach Budget for the following services and re-evaluate the use of on-call communication outreach/assistance after consideration of results from the customer survey.

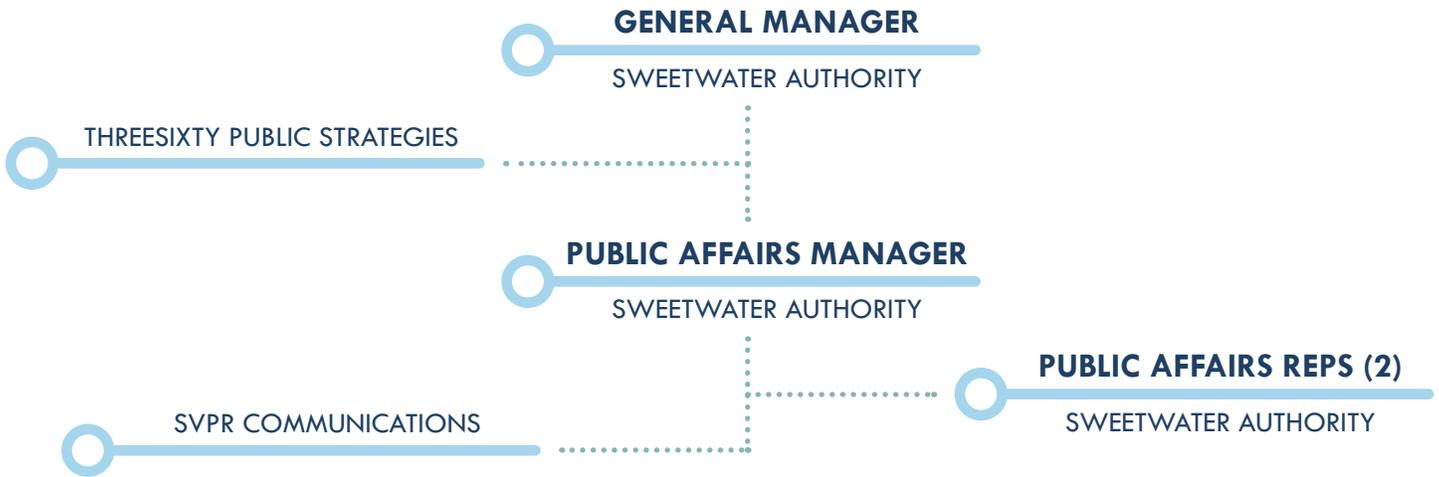
1. Translation services in the amount of \$5,000 to be procured through a Request for Quotes (RFQ); and
2. On-call Communications/Outreach Assistance in the amount of \$10,000 to be procured through a Request for Proposals (RFP).

## **ATTACHMENT**

Communications Team and Tasks (December 2019)

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# COMMUNICATIONS TEAM



## 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.)