CALL MEETING TO ORDER AND ROLL CALL.
The meeting was called to order at 10:07 a.m. Present were Director Castaneda, Director Cerda, and Director Preciado. The Committee appointed Director Cerda as Chair. Staff members present: General Manager Tish Berge, Public Affairs Manager Leslie Payne, and Senior Public Affairs Representative Gwyneth Shoecraft. Others Present: Susan Villegas, President of SVPR Communications.

ITEMS TO BE ADDED, WITHDRAWN, OR REORDERED IN THE AGENDA.
(Government Code Section 54956.5)
There was none.

PUBLIC COMMENT. (Government Code Section 54954.3)
There were no comments from the public.

ACTION AGENDA.
A. 2018 Year in Review Presentation (Information Item) (No Enclosure):
Public Affairs Manager Payne provided an overview of the activities and accomplishments for calendar year 2018, highlighting:

- Website, print media, and social media
- Outreach campaigns
  - Rate Study
  - Recruitments
- Community events
- Partnerships and strategic outreach
  - Chula Vista Elementary School District
  - Olivewood Gardens
  - Assemblies and mini-grants
- Special Projects
  - Developer Workshop
  - Open houses
  - Citizen’s Water Academy
  - Landscape Workshop
- Initial plans for 2019

No action is required by the Governing Board.

B. Hydrostation Memorandum of Understanding Between Sweetwater Authority and Chula Vista Elementary School District:
General Manager Berge provided an overview of the Memorandum of Understanding (MOU) and shared that it had been reviewed by risk managers and legal counsel for both parties.
The Communications Committee recommends that the Governing Board direct staff to enter into the Hydrostation Memorandum of Understanding with Chula Vista Elementary School District as proposed.

C. Board Policy 511, Training, Education, and Community Outreach (Information Item):
The Communications Committee would like to review and make changes to Policy 511 through the annual policy review process. The Committee also directed the General Manager to place an item on a future Board agenda for consideration of a pilot program for the Communications Chair to serve as ambassador, attending and evaluating additional events and meetings on behalf of the Board.

No action is required by the Governing Board.

D. Naming of Sweetwater Authority Facilities (No Enclosure):
Director Preciado stated that in using the formal name for Sweetwater Authority assets (e.g., the Richard A. Reynolds Desalination Facility versus the Sweetwater Authority Desalination Facility), the public may not associate that asset with the Authority and as such, an opportunity for branding is missed.

The Communications Committee recommends that branding of Sweetwater Authority facilities be addressed in the Five-year Strategic Communications Plan.

E. Sweetwater Authority Five-year Strategic Communications Plan – Request for Proposal:

The Communications Committee recommends that the Five-year Strategic Communications Plan be managed by the General Manager within her authority per the Procurement Policy and Procedures.

5. CLOSED SESSION
There was none.

6. NEXT MEETING
The next meeting of the Communications Committee will be scheduled as necessary.

7. ADJOURNMENT.
The meeting adjourned at 11:32 a.m.
A Year in Review
2018 Outreach Efforts

Leslie Payne, Public Affairs Manager
Agenda

- Meet Our Team
- 2018 A Year In Review
- Plan for 2019
About us

• The Public Affairs section reports to Management

• Our team
  - Two full-time employees
    - Bachelors degrees in Communications (2)
    - Master’s Degree in Organizational Leadership
    - CAPIO PIO Institute Graduates
  - A new Public Affairs Representative will be joining the team in February 2019

• Responsible for all of the Authority’s outreach, communications, social media, media relations, events, award applications and education programs

• Manages consultant services
Susana Villegas, SVPR Communications (SMBE/SWBE)

- Rate Study Outreach
- Spanish Local Media
- Developers Forum
- Digital Campaigns
Susana Villegas

Communications & Media
- Messaging
- Strategy and tactics
- Drafting of print/online articles and releases
- International/national/state/local placement and earned media
- On-camera representation
- English & Spanish language representation
- Press conferences and media events
- Digital campaigns
- Design services and media buys
- Media tracking, measurement, and reports
- Media translation services
- Reputation management

Community Stakeholder Engagement
- Stakeholder identification
- Stakeholder engagement, forums, workshops
- Community-based organization partnerships
- Local government relations
- Letters of support

Crisis Management
- Managing media calls
- Media response strategy
- Drafting statements
- On-camera preparations and representation
- Third-party stakeholder support

State Minority Business Enterprise (SMBE)
State Woman Business Enterprise (SWBE)
Small Local Business Enterprise, San Diego
Rate Study

- Local stakeholder research, identification, and communication
- Local strategy and tactics development
- Arranged 15 of 20 presentations to community stakeholder groups
- Two workshops: Ad design/placement (*Filipino Press, La Prensa*), PSAs in Radio Latina
- Letters of support from Chula Vista Chamber of Commerce and community stakeholders

Reputation Management

- KSDY 50 Sweetwater Dam: October 2018 (with translation and captions)
- KSDY 50 Desalination Plant: October 2018 (with translation and captions)
- Developers Forum on Water Service: December 2018
- Digital “Join Our Team Today” campaign
- Thrively: SWA/Chula Vista Elementary School District partnership
- SWA/Olivewood Gardens water education partnership
- SWA fact sheet: editing and design
Projects and Tasks

- Communications Materials
- Digital Engagement
- Media Relations
- Education Programs
- Events & Speaking Engagements
- Other
Print Publications

- Quarterly Customer Newsletters
- Fact sheets and Brochures
- Billing Inserts
Sweetwater Authority Website

- Managed and updated internally by SWA

- Web stats
  - Contact Us Emails - 325
  - Account-Specific Contact Emails - 767
  - Number of site visits - 363,251
Social Media

- Inform, educate and engage with customers and stakeholders
- Posts about projects, programs, events, achievements, information, resources, job opportunities, etc.

Twitter: 1,769 followers
Facebook: 1,019 followers
LinkedIn: 996 followers

Sweet Water Authority

Talk about a tight fit! Fixing leaks in the street means our crews have to be extra careful to not hit the many other utility lines that share that space. Luckily, our #WaterPros are experts at finding leaks & making repairs, even with only inches of clearance.

#MaintenanceMonday
Community Events

- Garden Events - (Spring and Fall Festivals)
- Lemon Festival
- Auto Heritage Festival
- Harborfest Festival
- Bonitafest
- Mariachi Festival
- Starlight Parade
- WaterSmart Landscape Workshop
- Sweetwater Authority Ambassadors

SWA Ambassadors
Partnerships and Strategic Outreach

• Education program evaluation
• Hydro Station
• Olivewood Gardens
• Mini-grants
• Garden assemblies

Photo by Alexis Trujillo, 2018 High School Photo Contest
Photo location: Olivewood Gardens

Hydro Station logo
Special Projects for 2018
Five-Year Rate Study

• Strategic planning and assistance from SVPR Communications and Raftelis
• Hosted two open house events
• 18 community presentations
• 47,000 Prop 218 notices mailed to Authority customers and property owners
• Media coverage in print and radio
• Support from local Chamber of Commerce, residents
• Combined total reach 348,142
Citizen’s Water Academy

- Alumni event hosted in January 2018
- Hosted the first ever “South County” Citizen’s Water Academy in October 2018
- Working with CWA to host alumni events in 2019
Developers Forum

• First forum hosted by the Authority

• Panel of speakers from local cities and County

• Great turnout and event feedback
Plans for 2019

• Five-Year Strategic Communications Plan
• Hydro Station Launch
• Outreach for Flushing Program
• Developers Forum-May 2019
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