

NOTICE OF SPECIAL ADMINISTRATION COMMITTEE MEETING February 11, 2022

Covering Policy, Administration and Community Relations/Communications

NOTICE IS HEREBY GIVEN that the San Lorenzo Valley Water District has called a special meeting of the Administration Committee to be held on **Friday**, **February 11**, **2022**, **2:00 p.m.**, via video/teleconference.

There will not be any physical location for this meeting. Pursuant to AB 361 and San Lorenzo Valley Water District Resolution No. 4 (21-22) this meeting will be conducted by video/teleconference. Any person in need of any reasonable modification or accommodation in order to participate in the meeting may contact the District Secretary's Office at (831) 430-4636 a minimum of 72 hours prior to the scheduled meeting. The meeting access information is as follows:

https://global.gotomeeting.com/join/269830453

You can also dial in using your phone. (For supported devices, tap a one-touch number below to join instantly.)

United States (Toll Free): 1 877 309 2073 - One-touch: tel:+18773092073,,269830453#

United States: +1 (571) 317-3129 - One-touch: tel:+15713173129,,269830453#

Access Code: 269-830-453

AGENDA

- 1. Convene Meeting/Roll Call
- 2. Oral Communications

This portion of the agenda is reserved for Oral Communications by the public for items which are not on the Agenda. Please understand that California law (The Brown Act) limits what the Board can do regarding issues raised during Oral Communication. No action or discussion may occur on issues outside of those already listed on today's agenda. Any person may address the Committee at this time, on any subject that lies within the jurisdiction of the District. Normally, presentations must not exceed five (5) minutes in length, and individuals may only speak once during Oral Communications. Any Director may request that the matter be placed on a future agenda or staff may be directed to provide a brief response.

3. New Business:

Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agendized items.

A. OUTREACH PRESENTATION Presentation on Outreach by C. Blanchard followed by discussion by the Committee and staff.

B. PREPARE A MULTI-MONTH CALENDAR Discussion by the Admin Committee regarding the preparation of a multimonth calendar to look-ahead at least 3 months including an update on current projects previously discussed in committee.

4. Unfinished Business:

Members of the public will be given the opportunity to address each scheduled item prior to Committee action. The Chairperson of the Committee may establish a time limit for members of the public to address the Committee on agendized items.

- 5. Informational Material: Here is a link <u>https://www.slvwd.com/node/286/minutes</u> to previous Admin Committee meeting minutes.
- 6. Adjournment

Agenda documents, including materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet, are available for public inspection and may be reviewed at the office of the District Secretary, 13060 Highway 9, Boulder Creek, CA 95006 during normal business hours. Such documents may also be available on the District website at <u>www.slvwd.com</u> subject to staff's ability to post the documents before the meeting.

Certification of Posting

I hereby certify that on February 8, 2022, I posted a copy of the foregoing agenda in the outside display case at the District Office, 13060 Highway 9, Boulder Creek, California, said time being at least 24 hours in advance of the special meeting of the Admin Committee of the San Lorenzo Valley Water District in compliance with California Government Code Section 54956.

Executed at Boulder Creek, California, on February 8, 2022.

Holly B. Hossack, District Secretary



Administration Committee Outreach Overview

2/11/22 – 2PM

History

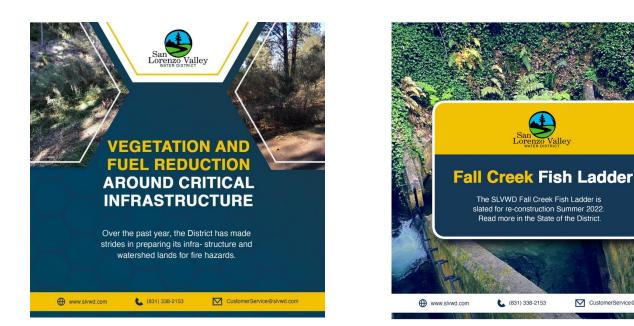
- District worked with Miller Maxfield, Inc. from 2015-2018
- Received a proposal from the Buzz PR (https://www.thebuzzpr.net/) in 2019 after releasing a Request for Proposals (RFPs) for outreach services.
- Minimal outreach in 2018-2019
- Reconnected and entered into a contract with the Buzz PR in 2020 to revamp SLVWD outreach.





The Buzz PR

- Annual planning
 - Content
 - Media Tours (3x annually)
 - Annual mailers
 - Holiday letter
 - Billing inserts
 - Print ads
 - Design (CCR, State of the District, social media, print ads and newsletter)
 - Outreach preferences survey
- Monthly Planning
 - Monthly content calendar
 - Monthly newsletters
 - Social media design
 - Staff check-ins





Over the last 4D years: I have seen the San Lorence Valley White District District an many afficial challenges, indificult marked and the second sec If and community's safety. That included implementing new office and field proto ning all State and County orders and separating work forces to ensure adequate staffing. The District also net th o PG&E public safety power outages while dealing with changes in staffing and needing new protocols. Then in August the CZU Lighting Complex Fire moved through the San Lorenzo Valley. The District saw than 1,600 acres of its watershed properties burned, lost miles of raw water pipeline, and suffered damage to o astructure. It was not only the Dis

I am looking forward to welcoming the new year and with it the productive track the District remains set on. In 202 e District plans to continue to improve its infrastructure, restore post-fire damage, harden its facilities from futu disasters, deliver high-quality water, provide outstanding customer service, and work with the community t

There is no doubt 2021 will be a challenging year as the District will have to work through new challenges while moving forward a multitude of previously established projects. The impacts from the C2U for will be felt for many years to come and our community is still preparing for the potential of debris flows. The District completed a project and the destination of th in its watershed property to harden the stream channel in case of a debris flow disaster, is working dosely with the

ts of the fire, customers and the District are still dealing with the effects of the COVID-19 p mers depend on the District to receive high-quality water s nomic distress and unable to nent plan or visit our website (SLVWD.com) to qualify for the Di

We look forward to working with the community, partner agencies, and our Board of Directors in the new year I a honored to work for our community with such a dedicated Board of Directors and staff.

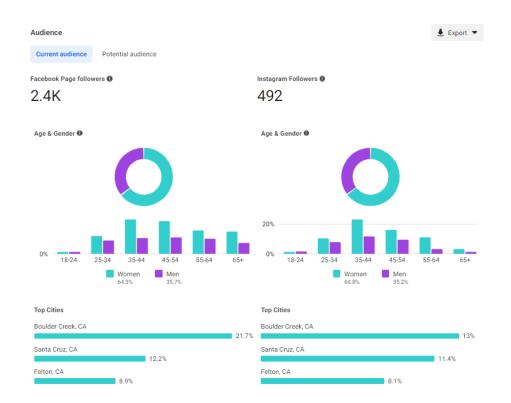




CustomerService@slvwd.com

The Buzz PR

- New outreach platforms
 - Twitter
 - Instagram
- More activity on Facebook (FB) & NextDoor
 - FB 70 posts in 2019 compared to over 200 posts in 2020.
 - FB page likes 1,087 in 2019 compared to 2400 in 2022.
 - Nextdoor updated with emergency posts





Buzz PR Time

- Social Media
 - Tracking activity
 - Design
 - Content calendars
 - Analytics

Newsletter

- Design
- Scheduling
- Analytics
- Mailers & bill inserts
 - Design & layout
 - Printing quotes
 - Review





Staff Time

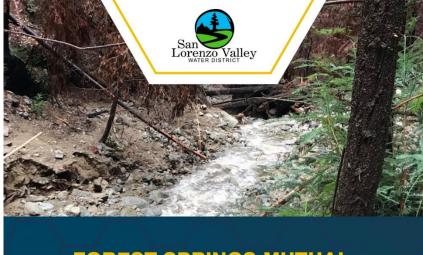
- Social Media (1-2 hours weekly)
 - Post ideas
 - Photos
 - Writing
 - Responses to comments & messages
 - Emergency posts (main breaks, boil water notices, etc.)
- Newsletter (3-4 hours monthly)
 - Staff written articles
 - Staff provided photos or design input
 - Staff overview (correction) & approval
- Mailers & bill inserts (10-12 hours annually)
 - Staff written
 - Staff edited & reviewed
 - Staff provided photos
- Media Days (8-10 hours 3x a year)
 - Staff site selection
 - Scheduling
 - Event presence





Upcoming Needs

- Consolidation
 - Big Basin Water
 - Bracken Brae
 - Forest Springs Mutual
- Potential revenue rate stabilization
- CZU Fire recovery
 - 5-mile pipeline
- CIPs
 - Fall Creek Fish Ladder
 - Pipeline projects
 - Tank projects
- Grant funded projects
- Customer Service restructure
- SMGWA
- Paperless billing campaign
- Water loss & prevention



FOREST SPRINGS MUTUAL, BRACKEN BRAE MUTUAL, AND BIG BASIN WATER COMPANY CONSOLIDATION



- Questions?
 - Updated Outreach Goals & Objectives
 - Next steps?





San Lorenzo Valley Water District Administration Committee Annual Agenda 2022

Meeting 2 nd Tuesday of the Month @ 1:00 PM	022
 January Time & Date of meeting Election of Chair Agenda for the year 	July Strategic Plan
February • Public Outreach	August • Strategic Plan
 March Public Outreach Board Room Facility Facilities Hybrid Meetings 	 September On-Boarding- review of current handbook- revisions for the calendar year 2023
April Public Outreach Surplus Property 	October • Public Outreach Review
May Legislation participation Records retention policy 	November
June • Strategic Plan	December

Notes: Possible Subjects

Review of Grant Writer Position

Agendas and minutes formatting