



**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 agenda 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 multi-month 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 agenda items.*

5. Informational Material:

Here is a link <https://www.slvwd.com/node/286/minutes> 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 [www.slvwd.com](http://www.slvwd.com) 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.

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Holly B. Hossack, District Secretary



# Administration Committee Outreach Overview

2/11/22 – 2PM

# Outreach Overview

## History

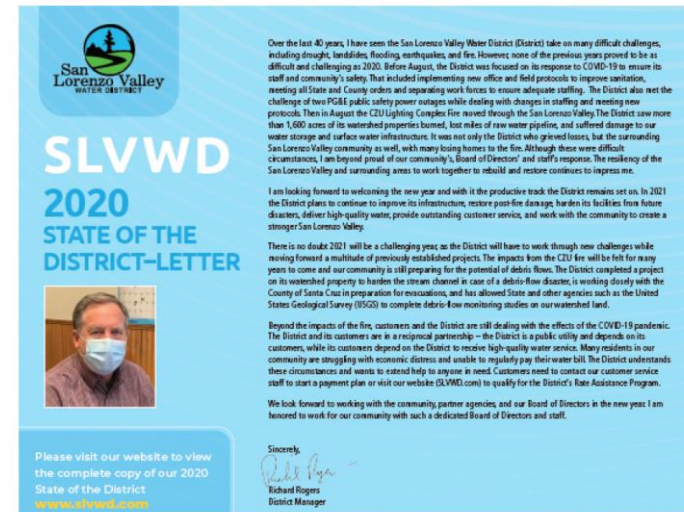
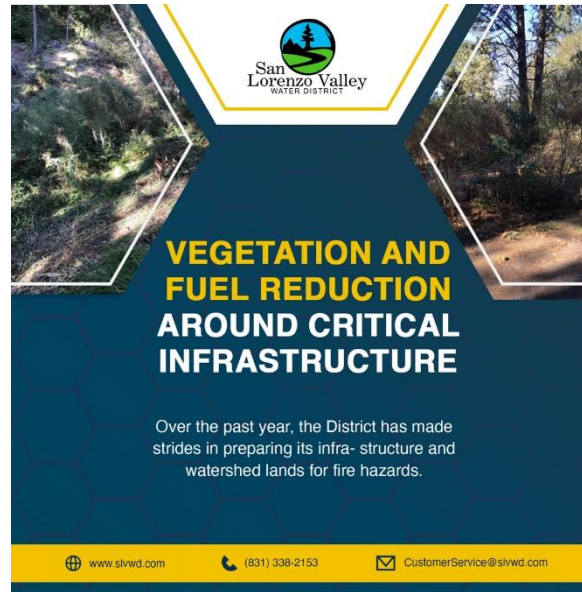
- District worked with Miller Maxfield, Inc. from 2015-2018
- Received a proposal from the Buzz PR (<https://www.thebuzzpr.net/>) in 2019 after releasing a Request for Proposals (RFPs) for outreach services.
- Minimal outreach in 2018-2019
- Reconnected and entered into a contract with the Buzz PR in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



# Outreach Overview

## The Buzz PR

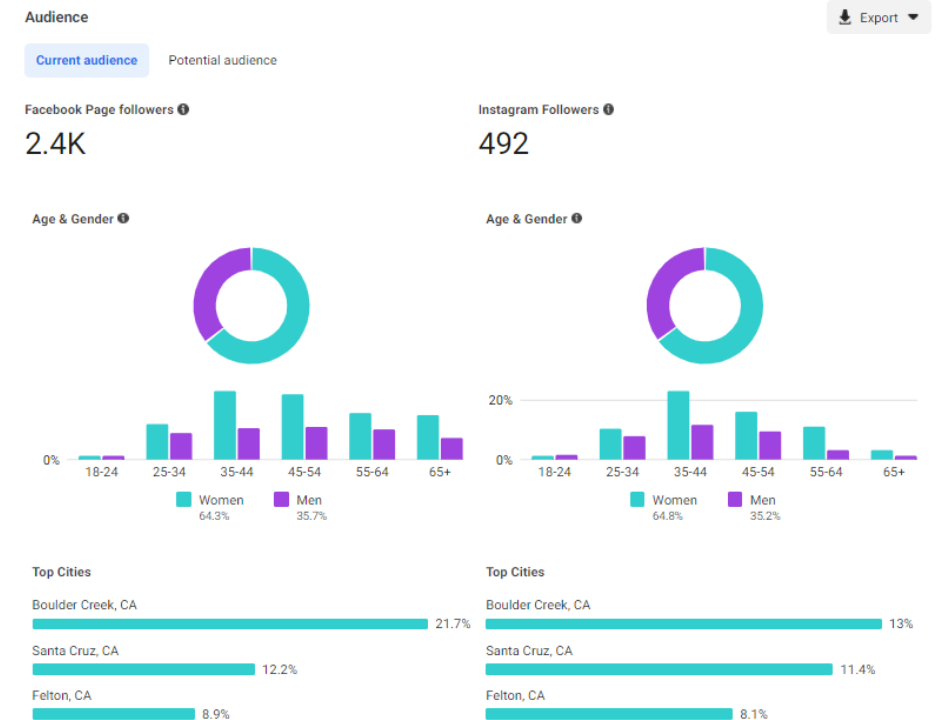
- Annual planning
  - Content
  - Media Tours (3x annually)
  - Annual mailers
  - Holiday letter
  - Billing inserts
  - Print ads
  - Design (CCR, State of the District, social media, print ads and newsletter)
  - Outreach preferences survey
- Monthly Planning
  - Monthly content calendar
  - Monthly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



# Outreach Overview

## 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

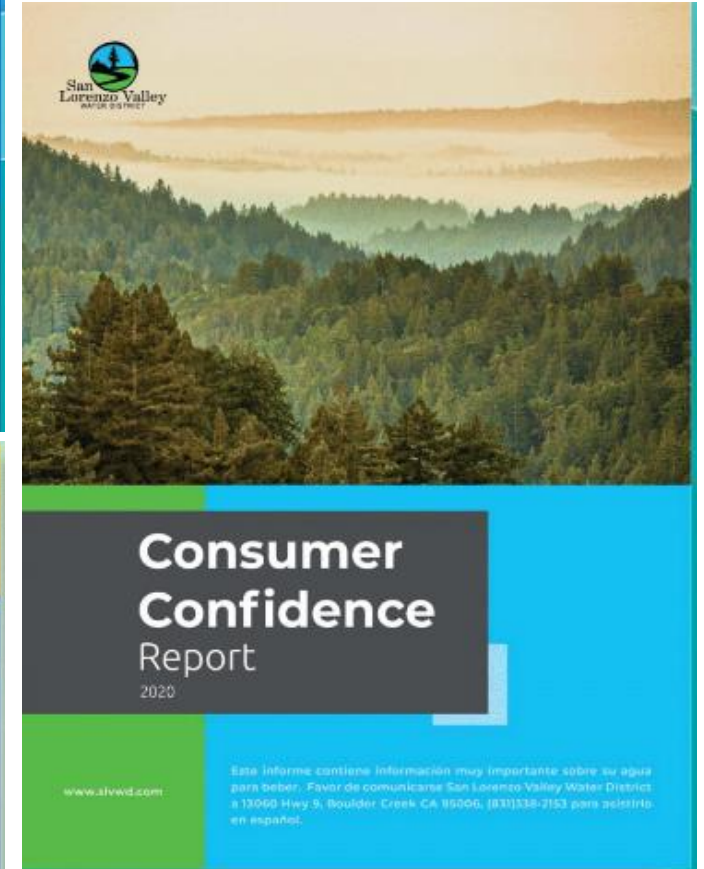
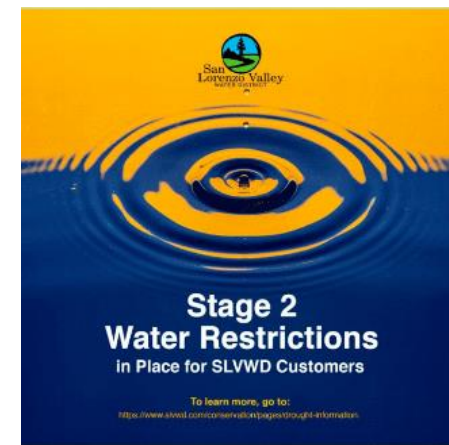




# Outreach Overview

## Buzz PR Time

- Social Media
  - Tracking activity
  - Design
  - Content calendars
  - Analytics
- Newsletter
  - Design
  - Scheduling
  - Analytics
- Mailers & bill inserts
  - Design & layout
  - Printing quotes
  - Review



# Outreach Overview

## 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





# Outreach Overview

## 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



San Lorenzo Valley  
WATER DISTRICT

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

[www.slvwd.com](http://www.slvwd.com) (831) 338-2153 CustomerService@slvwd.com

# Outreach Overview

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



San Lorenzo Valley Water District  
Administration Committee  
Annual Agenda  
2022

Meeting 2<sup>nd</sup> Tuesday of the Month @ 1:00 PM

<b>January</b> <ul style="list-style-type: none"> <li>• Time &amp; Date of meeting</li> <li>• Election of Chair</li> <li>• Agenda for the year</li> </ul>	<b>July</b> <ul style="list-style-type: none"> <li>• Strategic Plan</li> </ul>
<b>February</b> <ul style="list-style-type: none"> <li>• Public Outreach</li> </ul>	<b>August</b> <ul style="list-style-type: none"> <li>• Strategic Plan</li> </ul>
<b>March</b> <ul style="list-style-type: none"> <li>• Public Outreach</li> <li>• Board Room Facility Facilities Hybrid Meetings</li> </ul>	<b>September</b> <ul style="list-style-type: none"> <li>• On-Boarding- review of current handbook-revisions for the calendar year 2023</li> </ul>
<b>April</b> <ul style="list-style-type: none"> <li>• Public Outreach</li> <li>• Surplus Property</li> </ul>	<b>October</b> <ul style="list-style-type: none"> <li>• Public Outreach Review</li> </ul>
<b>May</b> <ul style="list-style-type: none"> <li>• Legislation participation</li> <li>• Records retention policy</li> </ul>	<b>November</b>
<b>June</b> <ul style="list-style-type: none"> <li>• Strategic Plan</li> </ul>	<b>December</b>

Notes: Possible Subjects

Review of Grant Writer Position

Agendas and minutes formatting