

TO: BOARD OF DIRECTORS

FROM: MARIO IGLESIAS  
GENERAL MANAGER



DATE: JANUARY 19, 2017

**AGENDA ITEM  
C  
JANUARY 25, 2017**

## **PRESENTATIONS AND REPORTS**

The following presentations and reports are scheduled:

- C-1) REVIEW OF PUBLIC INFORMATION PROGRAM ACTIVITIES
- C-2) DIRECTORS' ANNOUNCEMENTS OF DISTRICT & COMMUNITY INTEREST AND REPORTS ON ATTENDANCE AT PUBLIC MEETINGS, TRAINING PROGRAMS, CONFERENCES, AND SEMINARS.  
Receive Announcements and Reports from Directors
- C-3) RECEIVE PUBLIC COMMENT ON PRESENTATIONS AND REPORTS PRESENTED UNDER ITEM C AND BY MOTION RECEIVE AND FILE PRESENTATIONS AND REPORTS

TO: BOARD OF DIRECTORS

FROM: MARIO E. IGLESIAS  
GENERAL MANAGER



DATE: JANUARY 19, 2017

**AGENDA ITEM**  
**C-1**  
**JANUARY 25, 2017**

## **REVIEW OF PUBLIC INFORMATION PROGRAM ACTIVITIES**

### **ITEM**

Public Information Program annual review. [NO ACTION REQUESTED].

### **BACKGROUND**

Public Information Director, Jessica Matson, will overview outreach and community engagement activities completed during 2016.

### **RECOMMENDATION**

Staff recommends that your Honorable Board receive the update.

### **ATTACHMENTS**

- A. Public Information Program Annual Review presentation
- B. Public Information Program Annual Review for 2016

January 25, 2017

ITEM C-1

ATTACHMENT A

# PUBLIC INFORMATION PROGRAM

Overview of 2016 Outreach and Engagement Activities

Jessica Matson, Public Information Director

## PURPOSE

Provide NCSD Board Members with a review of outreach and community engagement activities within the District and look at goals for 2017.

## SUMMARY OF OUTREACH EFFORTS

Media

Community Engagement

Communications

Online

Education

Partnerships

## MEDIA

### Purpose

- To nurture a good relationship with the media in order to provide the community with pertinent District news

### Media

- 21 Press Releases
- 96 News Articles
- 12 District Articles in Adobe

### Ads

- 90 Ads (Adobe, Chamber, Social Media)



## COMMUNITY ENGAGEMENT

### Purpose

- To serve the community by being present at community events, providing information and listening to the community



### Events

- District booth at 6 Community Events

### Presentations

- 3 Presentations
- 5 Interviews

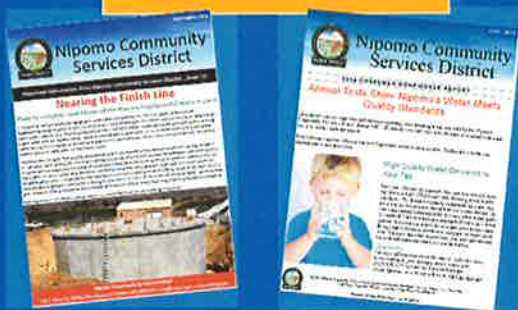
### Survey

- First Customer Satisfaction Survey

## COMMUNICATIONS

### Purpose

- To provide a variety of information in various forms in order to reach the most people



### Publications/ Posts

- 9 publications including quarterly newsletters, bill inserts, postcard and Consumer Confidence Report
- 12 monthly E-newsletters
- 24 Notices in local newspapers
- 385 Posts to social media

## ONLINE

### Purpose

- To provide a convenient way for the public to receive District news and information



### Website

- Over 15,000 visits in 2016
- Created an interactive bill tool for customers
- Updated website for usability and ADA compliance; enterprise system catalog

### Email

- 378 subscribers
- 50 email "blasts" sent

### Social

- 94 followers and over 7,000 views on Facebook
- 204 followers and over 38,000 views on Twitter

## EDUCATION

### Purpose

- To provide educational opportunities for the public to learn about water conservation



### Regional

- SLO County Waterwise Landscaping Website

### Local

- 16 Science Discovery presentations in 3 schools
- 70 conservation poster contest participants from 8 classes

## PARTNERSHIPS

### Purpose

- To work with community partners and provide resources to the community where appropriate



### Grants

- "Keep Nipomo Clean" grant with the Nipomo Chamber of Commerce
- Waterwise Landscaping grant with the Nipomo Native Gardens



## WHAT DOES ALL OF THIS MEAN?

Active information program and good relationship with media

Engaged out in the community with over 150 visits to District event booths

Subscriber growth increased by 23% in 2016

Website visits remains steady and social media interaction/growth increased by 57% in 2016

Number of classes participating in conservation education gradually increasing

78% of customers are satisfied with the District overall



## LOOKING AHEAD

Develop ongoing  
Customer Satisfaction  
Survey

Rate Study Outreach

Project Outreach -  
Branch Street Mainline  
Repairs, Blacklake  
Sewer Master Plan

Waterwise  
Landscaping  
Workshops

Increased Usability of  
District Website

## QUESTIONS?

January 25, 2017

ITEM C-1

ATTACHMENT B

**Public Information Program**  
**January – December 2016 Summary**

- **Press/Media Relations**
  - 21 press releases were sent out to media
  - 96 news articles about or pertaining to the District
  
- **General Outreach**
  - Project Outreach
    - Branch Street Mainline Repairs (ongoing)
    - Blacklake Sewer Master Plan (ongoing)
  - Customer Satisfaction Survey
    - Period: September - December
  - Urban Water Management Plan
    - Period: May - July
  - 12 Manager's Columns in the Adobe Press
    - Period: January - December
  - 32 ads in the Adobe Press
    - Period: January - December
  - 56 ads in Chamber weekly updates and Chamber monthly newsletters
    - Period: January - December
  - 2 ads on Facebook
    - Period: November - December
  - 2 large format signs
    - Period: July – August
  
- **Outreach in Community**
  - 2 District Events
    - Public Recognition for retiring General Manager, Michael LeBrun, February 10<sup>th</sup> (invitations, programs, etc.)
  - 6 Community Events/Panels
    - Panel for New Tech High School Environmental Science Class, March 15<sup>th</sup>
    - St. Joseph Church Festival booth, May 1<sup>st</sup>; apx 60 booth visits; 24 email addresses collected
    - Nipomo Chamber of Commerce Spring Street Faire, May 21<sup>st</sup>; apx 50 booth visits; 28 email address collected
    - New Tech High School Political Salon Night, October 13<sup>th</sup>
    - Nipomo Octoberfest booth, October 15<sup>th</sup>; apx 50 booth visits; 23 email addresses collected
    - Panel for New Tech High School class regarding possible Nipomo incorporation, December 2<sup>nd</sup>
  - 3 Presentations in the Community
    - January 21<sup>st</sup>, Chamber Installation Dinner, Award

## **Public Information Program January – December 2016 Summary**

- September 7<sup>th</sup>, Nipomo Rotary
- November 15<sup>th</sup>, Blacklake Management Association
- 5 Media Interviews
  - Charter TV Interviews; January 29<sup>th</sup>, February 4<sup>th</sup>, June 2<sup>nd</sup>, August 3<sup>rd</sup>
  - KCBX Interview; August 3<sup>rd</sup>
- **Conservation Education**
  - Participation in updates to regional Waterwise Landscaping Website
  - 16 Science Discovery class presentations
    - 3 elementary schools
    - Period: January – May, August - December
  - 70 total Poster Contest participants
    - 3 elementary schools; 8 classes
    - Period: November
  - Water Shortage FAQ/Fact Sheet Updates
  - Conservation Materials/Giveaways (water saver magnets, tote bags, outdoor conservation materials, Sunset Magazine “Easy Waterwise Landscaping”)
- **Direct Mail**
  - 9 publications including newsletters, bill inserts, postcard and a Consumer Confidence Report were sent out
    - Period: January - December
  - 12 E-newsletters
    - Period: January - December
- **Website/Email/Social Media**
  - Website
    - 15,548 visits to the website; 9,332 unique visitors; 30,924 page views
    - Created and posted Enterprise System Catalog in compliance with SB272
    - Upgraded website framework; ADA compliance
  - Email Contact Platform
    - 378 Current email subscribers
    - 50 Email “blasts” sent
    - 29% Average email open rate
  - Facebook and Twitter accounts
    - 94 Facebook followers
    - 204 Twitter followers
    - 198 District Facebook posts; apx 7,907 “impressions” (post views)
    - 187 District Twitter posts; 38,537 “impressions” (post views)

**Public Information Program**  
**January – December 2016 Summary**

- **Board of Directors/Clerk**
  - 19 Board Meetings/Minutes
  - 24 Legal Notices in Newspapers
  - 2 Exemptions Filed
  - 1 Notice of Completion Filed
  - 10 County Clerk Filings
  - Board of Directors Wall in Lobby
  
- **Administrative**
  - 23 Public Records Requests
  - 1 Internal Training Video
  - New Customer Service Door Hanger
  - Interactive Bill Tool/Example on District Website
  - Awards Wall in Board Room
  - “Keeping Nipomo Clean” Chamber of Commerce Grant Fund Proposals/Requests
  - Nipomo Native Gardens Grant Fund Requests
  
- **Misc**
  - Participation in SLO County Partners in Water Conservation group and SLO/SB Counties Joint Partners in Water Conservation Group
  - 2 CSDA Webinars
    - CSDA: New Developments in the Brown Act
    - CSDA: Technology and the PRA, Recent Developments
  - Meeting with CSDA Field Representative, June 16<sup>th</sup>
  - Information on 2 bulletin boards and office lobby
  - Recognition of Staff Birthdays