

Is there anyone else out there?

The mission of the Nipomo Community Services District is to provide its customers with reliable, quality, and cost-effective services now and in the future.

Is there life on other planets besides earth? The United States alone has invested billions of dollars and dedicated a huge amount of academic intellect toward pondering the possibilities. Thankfully, NCS D doesn't have to wrestle with such questions. We do search for public opinion in a vast space and finding these opinions can be equally illusive. In a day when information and communication is transmitted at the speed of light, with expanded access to median that provides a wide array of platforms to express thoughts and opinions, the District's quest for knowledge on customer satisfaction continues to be challenging.

Put simply, your community services district wants to know how we can serve you better. Making sure you are satisfied with the services provided by NCS D is important to the Board of Directors and staff. But what is important to the community can be illusive without good communication between service provider and service recipient. The effort that goes into understanding the community's needs is put forth to help guide NCS D's service strategies. NCS D exists because of you and your service needs.

NCS D reaches into the community in various ways. The District has a Public Information Director ("PID") coordinating our community engagement efforts. The PID is responsible for providing clear, consistent and concise messaging through various communications channels such as press releases, news articles, and local events. You can find the District's information booth at community events like the Nipomo Octoberfest, Spring Street Faire, and the Saint Joseph Church Festival. You can also check out the social media scene and receive information on the District's Facebook and Twitter pages. Our website is managed by the PID and is always loaded with valuable information from water conservation tips to help you save money, to explaining the cost of services so you are aware of what you're paying for.

The District must be responsive to the residents it serves if it is to operate successfully and be an asset to the community. The majority of our outreach is directed to communicate what we are doing for the residents we serve. We continue to pop our heads up from our work to look and listen for communications coming back from the abyss. The idea that, if you aren't hearing anything from your residents you're doing what they want, is passé. The value of engagement is measurable. Engagement allows governments to tap wider sources of information, perspectives and potential solutions, therefore improving the quality of decisions and outcomes for communities. It also provides the basis for productive dialogue and deliberation and, ultimately, better democracy.

It is the District's responsibility for making it possible for even the busiest resident to participate in shaping our future. NCS D is committed to the task and will continue to send out communication probes to listen for the slightest opinion. Our latest effort is a customer satisfaction survey. **You can share your thoughts by completing this short survey either on-line (ncsd.ca.gov) or by stopping by the office and picking up a copy. Your voice matters.**

Until next time...

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