STAFF REPORT

Meeting Type:	Communications & Water Efficiency Committee/Board of Directors
Title:	Outreach Activities Update
From:	Adriane Mertens, Communications & Public Affairs Manager
Through:	Ben Horenstein, General Manager
Meeting Date:	August 21, 2024

TYPE OF ACTION: Action   X   Information   Review and Refer

RECOMMENDATION: Receive a staff update on current and planned activities to outreach to customers and internal employees regarding various District programs and current initiatives

SUMMARY: Staff will provide a presentation to update the Board on recent and planned communications activities that support the District's Water Efficiency programs, Capital Improvement projects, Volunteer opportunities, HR recruitment strategies as well current internal outreach efforts focused on supporting strengthened District-wide employee communication.

DISCUSSION: Staff continues concerted outreach efforts for the District's key programs and initiatives, including: promoting the District's water use efficiency programs and resources that are available to customers; highlighting major Capital Improvement Program projects such as the restoration of Lagunitas Creek and several upcoming pipeline replacement projects; promoting the Watershed's Volunteer opportunities; and supporting HR with deployment of new recruitment strategies and tools. Current internal outreach efforts are also underway and focused on supporting strengthened District-wide employee communication.

Staff will provide a presentation to update the Board on recent communications activities in support of these areas including targeted digital outreach strategies, media relations, bill inserts, point of service signage and newly developed tools and templates. An overview of the quarterly performance of the District's digital communications tools – including social media, the monthly eNews distribution, and the District website – will also be provided.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.