



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Outreach Activities Update
From: Adriane Mertens, Communications & Public Affairs Manager *Am*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: November 20, 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 and watershed projects, as well current efforts focused on supporting internal 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 and building community awareness around the Watershed’s fire fuel management efforts. Staff are also currently working on the Fall Employee Impact+, the second issue of the District’s new internal employee newsletter, which launched this past summer as one of several efforts meant to help strengthen District-wide employee communication.

Staff will provide a presentation to update the Board on recent communications activities in support of these areas. 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.