

Agenda Date: 8/3/2016 Agenda Placement: 8C

Napa Sanitation District **Board Agenda Letter**

TO: Honorable Board of Directors

FROM: Timothy Healy - General Manager

NS-General Manager Office

REPORT BY: Stephanie Turnipseed, Pollution Prevention and Outreach Coordinator - 707-258-6002

SUBJECT: Approve Communications Plan

RECOMMENDATION

Receive presentation outlining the final draft of the communications plan and approve final communications plan document.

EXECUTIVE SUMMARY

Napa Sanitation District has been working with MIG to create a communications plan for the District. Based upon discussions with the Board and District staff, MIG created a first draft that was reviewed at the June 15th Board Meeting. Based on the Board's feedback during that meeting, the final plan was created. This final document includes a prioritization and associated cost section that spreads the major communications plan tasks over the next 3 fiscal years. If approved, the plan implementation will begin in the current Fiscal Year 2016/17.

FISCAL IMPACT

Is there a Fiscal Impact? Yes
Is it currently budgeted? Yes

Where is it budgeted? The Communications Plan actions have associated costs that vary by fiscal

year that are itemized in the plan document. As proposed, the associated

costs will be spread over the next 3 fiscal years.

Is it Mandatory or Discretionary? Discretionary

Discretionary Justification: The Communications Plan will implement an increased level of effort in

outreach that is consistent with the Board's Strategic Planning Goals.

Is the general fund affected? No

Future fiscal impact: The plan includes an expenditure plan for the next three years. The only future

impact would be those items identified.

Consequences if not approved: The increased levels of effort would not be accomplished.

Additional Information: None.

ENVIRONMENTAL IMPACT

ENVIRONMENTAL DETERMINATION: The proposed action is not a project as defined by 14 California Code of Regulations 15378 (State CEQA Guidelines) and therefore CEQA is not applicable.

BACKGROUND AND DISCUSSION

None.

SUPPORTING DOCUMENTS

A. Communications Plan Presentation

B . NSD Long Range Communications Plan

Napa Sanitation District: Approve

Reviewed By: Timothy Healy