



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

