



Communications Plan Update



NapaSan Board of Directors Meeting ~ November 6, 2019

Background

- In 2016, created a Communications Plan with MIG
- Communications plan set tasks for FY 16/17- FY 18/19
- Since completion of the tasks in the Communications Plan, staff continue to conduct outreach consistent with the 2019 Strategic Plan Goals



Outreach Program Questions

- What other events/programs/activities can we start or join?
- Are there things we should stop doing?
- Are there other groups we can partner with to accomplish our goals?
- Are there audiences we are missing?
- How can we reach out to elected officials and community leaders most effectively?

General Community Outreach

- ❑ Pipeline newsletter
- ❑ Annual Open House
- ❑ Citizen's Academy
- ❑ Community events
- ❑ Community presentations
- ❑ Truck wraps

green= new activity or program

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General Community Outreach (cont'd)

- ❑ Facility Tours
- ❑ Classroom Presentations
- ❑ Spanish Language Outreach Program
- ❑ Website re-design
- ❑ Videos
- ❑ 75th Anniversary Celebration



Proactive Communication

- Press releases
- Email subscription lists
- Facebook page
- Improved communication regarding construction projects and sewer issues
- NRWS bill inserts
- Co-messaging with other agencies



Collaborative Outreach

- ❑ Drug takeback program
- ❑ Drug takeback events
- ❑ Earth Day event
- ❑ EECNC programs/events
- ❑ 3-part tours with City of Napa
- ❑ Teacher Externship



Collaborative Outreach (cont'd)

- Baywork trainings
- Science Fair
- PIO Network
- Countywide Water Conservation Group
- Napa RCD restoration field days
- Project WET Workshop



Communication with community leaders and elected officials

- ▣ Citizens Academy
- ▣ County Sustainability Council
- ▣ Kiwanis, Rotary, and other service group presentations
- ▣ Tours for elected officials and community leaders



Staff Recommendation

- Staff recommends continuing past outreach activities, conducting the planned new activities, and designing future outreach to align with the Strategic Plan goals for outreach.

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THANK YOU

