



2020 Rate and Prop 218 Process Outreach

Napa Sanitation District
Board of Directors Meeting
December 16, 2020



Presentation Overview

- Brief rate study overview
- Share outreach goals and challenges
- Present outreach timeline
- Introduce Katz & Associates team
- Present outreach overview and key recommendations for discussion & feedback



Rate Process

- Study conducted by Carollo starting in March
- Results presented to Board in Oct.-Nov.
- Accepted by Board at Nov. 18th meeting
- Prop 218/Outreach now underway



Summary of Key Study Results

- Residential water use has changed/decreased
- Contributions to system from different dwellings has changed
- Waste strength (BOD/TSS) formula needs to change
- Resulting formula changes impact customer classifications differently



Notable Changes to Rate Structure

EDU Flow Assumptions

Decrease flow assumption
210 gpd to 117 gpd

Increase BOD from
175 mg/L to 314
mg/L

Increase TSS from
200 mg/L to 359
mg/L

Multi-Family EDU Ratios

Duplex: 1.0 to 0.8

Condo: 1.0 to 0.85

Apt.: 0.6 to 0.8

Mobile Home: 0.6 to 0.8

SFR w/ADU: 2.0 to 1.5

Non-Residential

Phased in over
next six years

Use 3-year rolling
average of usage
when calculating
bill



Outreach Goals/Challenges

- Raise Awareness & Understanding
 - Complex, technical information to deliver
- Clarify Impacts for Varied Customers
 - Varied impacts so messages will vary
- Engage and Address Questions
 - Virtual outreach due to COVID-19



Outreach Timeline

- December 2020
 - Develop outreach plan, supporting materials, and Prop 218 notice
- January 2021
 - Finalize, print, and mail Prop 218 notice and supporting materials
- January – March 2021
 - Stakeholder engagement
- March 2021- Date TBD
 - Public Hearing on rate proposal



About K&A

K&A specializes in strategic communication, public involvement and community relations to advance essential projects. Our firm is comprised of nationally recognized facilitation, public outreach and public relations experts in water resources, transportation, environmental planning, private sector development and land use. Our specialists combine their backgrounds in communications, geography, sociology, public affairs, environmental sciences and land use to effectively translate highly technical information into language understandable to a variety of audiences.



Company Overview

Nearly 40 communications specialists

Headquartered in San Diego with offices in
Los Angeles and San Francisco

34 years in business

National and international experience



Helping
people
communicate
effectively
about things
that matter.



Key Themes

1. Rate adjustment underway
2. Responsibility to bill equitably
3. Commitment to reducing impacts on customers
4. Prop 218 Process



Focus Areas

- What is occurring?
- Why a rate increase?
- When will it take effect?
- What is the impact to different customers?
- What do rates pay for?
- Where/how to get additional information?
- Prop 218 process and schedule



Outreach Approach

- Broad
- Tailored to audience
- Multifaceted – reach customers in various ways using different tools
- Multilingual outreach
- Virtual engagement



Stakeholder Identification and Prioritization

- Internal (employees, field staff, Board)
- External:
 - City & County Government (Elected, Water Division)
 - Business Groups (Chambers, Downtown Napa)
 - Housing Associations (CA Apt. Association, Fair Housing Napa)
 - Large Industrial and Commercial Customers (hotels with restaurants, hospitals)

(Continued)



Stakeholder Identification and Prioritization

- External (*cont.*):
 - Community Organizations (Kiwanis, Taxpayers Assoc., Vintners Assoc.)
 - Environmental Groups (Friends of Napa River, Sustainable Napa)
 - Educational Institutions
 - Media Outlets (Napa Register, Patch)



Outreach and Engagement

Options

- Consistent Information (materials, web, mailings, presentations)
- Direct Outreach with Commercial Customers
- Speakers Bureau Presentations (virtually)
- Open house or Webinar

Recommendation: Perform a combination of direct outreach to customers facing largest increases as well as general customer engagement through an open house/webinar and mailed/online information.



Materials: Prop 218 Notice

Options

- Color or black and white
- In English and Spanish
- Include tear off protest slip
- One version for all customers

OR, send different notices to different customer types as follows:

- Notice for all residential customers
- Notice for commercial and industrial customers

Recommendation: Black and white notices in English and Spanish sent with tear off protest slip. One version sent to all residential customers and one version sent to all commercial and industrial customers.



Materials: Brochure/Fact Sheet

Options

- Color vs. black and white
- One vs. multiple pages
- One version for all customers- residential, commercial, and industrial
- One fact sheet for all residential customers and one fact sheet for commercial and industrial customers
- More detailed information and visuals/graphics than 218 notice

Recommendation: Color, multiple page, English and Spanish outreach pieces. One version for all customer types that clearly denotes rate changes and explanation for each customer group.



Public Hearing

Hold in NapaSan Board Room- via Zoom for the public

Options

- Wednesday 3/17 at 6pm
- Wednesday 3/24 at 6pm
- Other date or time?

Staff recommendation: Wednesday 3/24 at 6pm



Next Steps and Questions

- Next steps
 - For approval at the January 6, 2021 Board Meeting
 - Draft Prop 218 Notice
 - Draft outreach piece/fact sheet
 - Updates on stakeholder engagement plan
- Discussion/Questions