



# 2020 Rate and Prop 218 Process Outreach

Napa Sanitation District  
Board of Directors Meeting  
December 16, 2020

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# 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