



# Communications Plan Update



**NapaSan Board of Directors Meeting ~ July 18, 2018**

# Background

- Communications plan completed by MIG in 2016
- Set tasks for FY 16/17-FY 18/19
- 2 Primary Goals
  - ▣ Increase public awareness of NapaSan
  - ▣ Inform and educate NapaSan customers

# Tasks

## FY 2016/17

### TASK DESCRIPTION

Establish a consistent brand, including name, tagline, and new logo

Develop a dedicated Spanish language outreach program

Establish a style guide to ensure consistency across all District materials

Develop design templates for specific communications collateral

Redesign and reorganize the Pipeline newsletter

Build relationships with community leaders

Utilize the District's Facebook page to educate and inform a broader audience

Work with County to determine feasibility of continued partnership for website hosting

Develop a communications protocol and tools to inform neighborhoods about construction projects

Engage educators and group leaders to increase participation in plant tours

Build and maintain a dedicated email subscription list

## FY 2017/18

Continue to develop a dedicated Spanish language outreach program

Continue to build and maintain a dedicated email subscription list

Redesign the District website (assumes County still website host)

## FY 2018/19

Continue to build and maintain a dedicated email subscription list

Integrate data-driven tools and features into the re-designed website

Continue to develop a dedicated Spanish language outreach program

***So, what have we accomplished?***

# Branding

- New Name, Logo, and Tagline
- Templates for specific communication pieces (i.e. letterhead, memos, press releases, best management practices, etc.)



# Community Correspondence

- Pipeline Newsletter re-design
- Email subscription lists
- Facebook page
- Improved communication regarding construction projects and sewer issues
- Monthly column in the Napa Register



## Upcoming Projects: Summer Sewer Rehabilitation

NapaSan will be working hard this summer and fall as part of the ongoing effort to replace aging sewer pipelines to decrease the possibility of sewer overflow and spills. Based upon inspection of pipeline condition and the frequency of maintenance calls, NapaSan will be rehabilitating and replacing aging sewer pipelines in the Broadmead Drive/Kane Drive, Potchell Blvd/Pine Street, and South Mirabeau neighborhoods. The project will also include work on Kane Lane and Conard Drive.

Approximately 800 sewer laterals will be repaired or replaced as part of this project. Just over 2% of the sewer system, which is roughly 5.7 miles of pipeline, will be rehabilitated to protect public health and the environment. Construction is expected to take place between May 2017 and October 2017. The project will be completed in phases and will vary in duration in each neighborhood. Notifications have been mailed to residents and property owners in and near the project area.



The sewer pipelines will be rehabilitated by utilizing a combination of trenchless and open-cut methods. Trenchless methods are utilized whenever possible because they minimize costs, construction time, and traffic disruptions compared to traditional open-cut trenching.

"Now that we have doubled the amount of pipeline we are able to rehabilitate in a year, we can complete more projects to prevent sewer overflows. In the past the annual replacement rate was closer to 1% which meant projects were sometimes deferred. A rehabilitation rate of over 2% allows us to take the information gathered from our pipeline assessments, and perform maintenance where it is needed now," stated NapaSan General Manager Tim Brady. "We will now be able to do more preventive rehabilitations, which is far less costly than emergency repairs, and allows us to continue to protect public health and the environment."

In addition to the project above, NapaSan will be rehabilitating a sewer pipeline on Light Street, Soana Lane, and the stretch of South between these two streets. This stretch of pipeline serves a large portion of NapaSan's customers and conveys the majority of the dry weather flow through the sewer system. The pipeline is a large diameter (45 in.) pipe, last installed in 1958. Current signage of the

pipeline has shown significant wear and NapaSan wants to perform preventive maintenance since this pipeline is a crucial piece of the sewer system. Construction is scheduled to begin this summer when flow through this large diameter main will be low.

NapaSan will work hard to minimize traffic impacts, including keeping all lanes of Soana Avenue open during commute hours and performing work on weekends. Message boards will be placed in the area prior to and during work to inform residents about any traffic impacts and construction plans. Work that requires traffic will not occur during SoMa's, the City's 4th of July Festivities, or the Town and Country Fair at the Napa Valley Expo.

Weekly updates for both of these projects as well as maps of the project areas will be available on our website at [www.napasen.com/Construction](http://www.napasen.com/Construction).



[www.napasen.com](http://www.napasen.com)

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# Spanish Language Outreach

- Increased Spanish language outreach
- Contract with Soluna Outreach Solutions
- In-house Spanish language tours and translations





# Facility Tours

- ▣ Increase in facility tours
  - 31 tours given in 2016
  - 37 tours given in 2017
- ▣ Partnering with other agencies to advertise and share bus costs
- ▣ Third Thursday Tour program



# Events

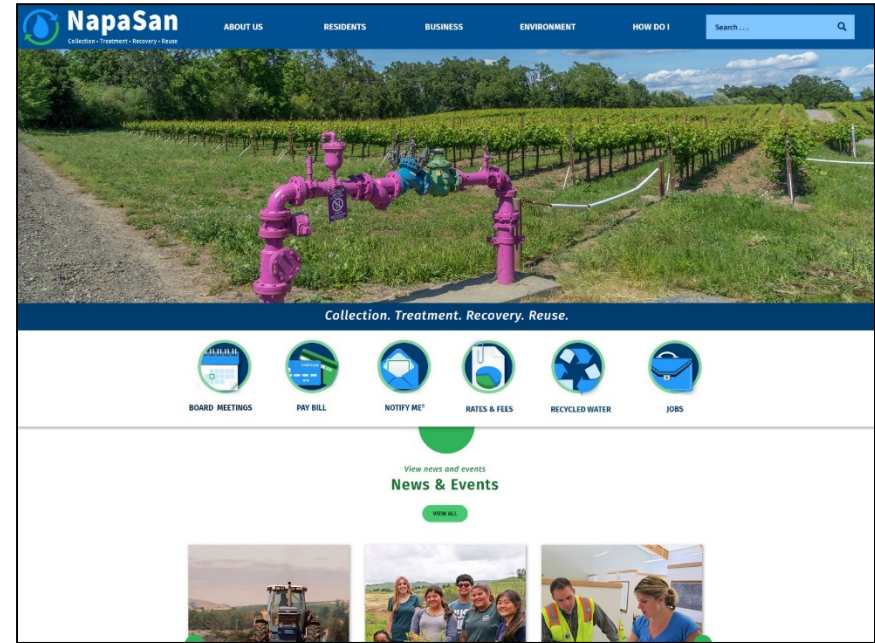
- Increased community event participation
- Attending high school and college career fairs
- Planning Citizens Academy for 2018





# Website

- Creating new website with CivicPlus
- Will continue partnership with County for hosting
- New site will go live 9/20/18



# Staff Recommendation

- Staff recommends implementing the tasks as set forth for FY 2018-19 in the communications plan, and then continuing to expand upon the progress made to achieve the goals of increasing public awareness of NapaSan and informing and educating NapaSan customers.

QUESTIONS?  
RECOMMENDATIONS?  
DISCUSSION?

