



Rate Communication Options



NapaSan Board of Directors Meeting ~ May 20, 2020


Rate Communication Options

- Several print, video, and social media options
- Vary in reach
- Vary in cost
- Can be done in conjunction with one another



Sewer Service Charge Postcard

- Typically send black and white postcard to all customers with current and new rate information
- 26,000 postcards mailed
- Quoted cost for this year was \$7,600
- Send a postcard, but change text



NapaSan
June 2019

Important Notice to Napa Sanitation District Customers

On July 1, 2019, the sewer service charge for one Equivalent Dwelling Unit (EDU) will increase. For a single family dwelling, this will result in an increase of \$33.82 annually.

<p>Current Sewer Service Charge: \$676.38 per year per EDU Approx. \$56.37 per month</p>	<p>New 2019/20 Sewer Service Charge: \$710.20 per year per EDU Approx. \$59.18 per month</p>
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What is an Equivalent Dwelling Unit (EDU)?
An Equivalent Dwelling Unit (EDU) is the combination of flow and strength of waste generated by a single family home. All sewer service charges are based on the number of EDUs used by a particular connection and appear on your property tax bill.

Why is this rate increase needed?
NapaSan will use this increase to repair or replace aging sewer pipes and treatment equipment and to implement capital projects that will reduce the risk of sewer collapses and overflows that are harmful to public health and the Napa River.

What projects will be funded by this rate increase?
NapaSan plans to replace equipment at the treatment plant, sewer pipelines that have reached the end of their useful life, and pipes that are allowing rain and groundwater into the sewer system. This year, NapaSan will repair or replace roughly 6.3 miles of sewer pipeline, which equates to approximately 2.3% of the sewer system. Minimizing infiltration of rain and groundwater into the sewer system through projects such as this helps NapaSan prevent sewer overflows, which protects public health and the environment.

Para ver este aviso en español, visite www.napas.com

For more information, please call NapaSan at (707) 258-6000.
NapaSan is dedicated to providing quality service to the community.
www.NapaSan.com

Pipeline Newsletter

- ❑ Send a Spring Pipeline newsletter
- ❑ Mailed to all customers
- ❑ Cost is \$11,950 for usual format
- ❑ Could contain information about rates as well as other important topics, such as:
 - What Not to Flush, Low Income Assistance Program, Construction Project Updates, Call Us First, No FOG down the drain, County COVID-19 messaging
- ❑ Could send a smaller format to lower costs while still highlighting important messages



NRWS Bill Insert

- Design a bill insert with rate message for July NRWS bill
- Delivered to all customers
- Could be double-sided in English and Spanish
- Cost for double-sided insert would be approx. \$1,400



Facebook Posts

- Create a Facebook post
 - ▣ Video message from the GM
 - ▣ Video could be embedded in website
- Could be shared by partners for greater reach
- No cost, but post could be boosted to reach a larger audience



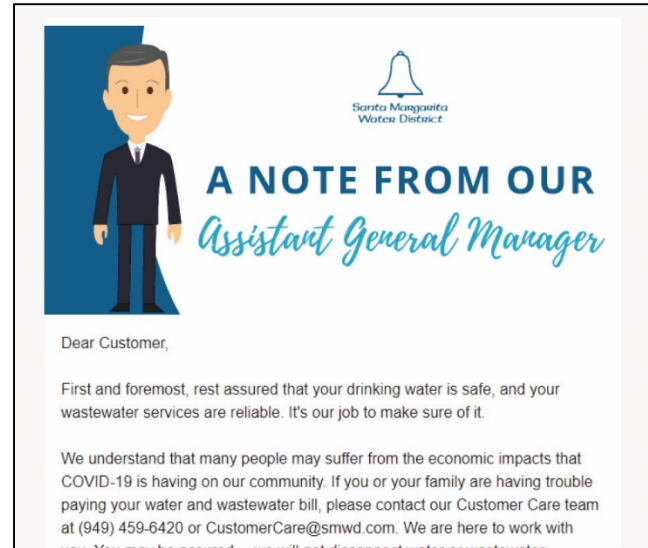
Press Release for Napa Register

- Draft press release for Napa Register
- No cost
- Reaches all print customers, and online customers if article is written



Email via Constant Contact

- Send a “letter” via Constant Contact email service
- Approx. 1,500 contacts
- Content or link could be shared in City’s Friday e-newsletter
- No cost
- Could have video embedded



Specific Messaging

- Understand current financial situation
- NapaSan is working hard:
 - maintaining all services
 - enacting cost-saving measures
 - protecting health and environment
 - here for the community
- Rates will need to be re-examined and raised in future (specify time period?) to cover real costs



Staff Recommendation

- Staff recommends utilizing no cost communication options, and utilizing multiple communication mediums to deliver the rate information to the largest segment of the community possible.
- Questions or input from Board?