Communications and Outreach Program Update

NapaSan Board of Directors Meeting ~ June 3, 2020

Background

☐ Since completion of the tasks in the 2016 Communications Plan, staff continue to conduct outreach consistent with the 2019 Strategic Plan Goals

1

5A. Inform and engage the community and stakeholders to increase and promote understanding of NapaSan services, rates, and key messages.

- Fall Pipeline Newsletter
- Tours
- Presentations
- Website
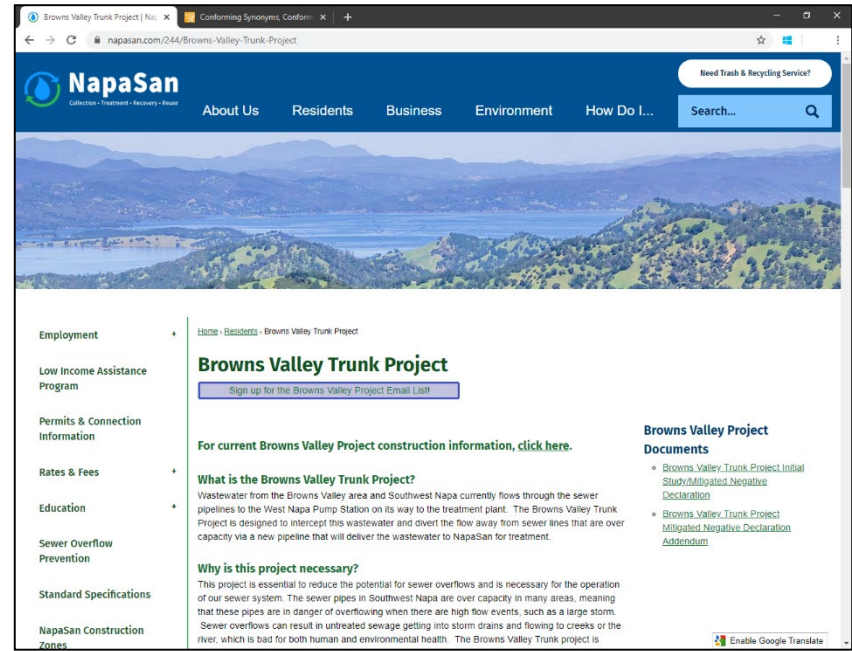- Spanish Language Outreach
- PAFR
- Recycled Water Report

5B. Proactively communicate with the public, stakeholders and the press regarding current programs, accomplishments, projects, and news.

- Press releases
  - Browns Valley Project, What Not to Flush
- Facebook page- up 300 followers!
- Communication regarding construction projects
  - Summer 2020 Collection System Project and Browns Valley Project
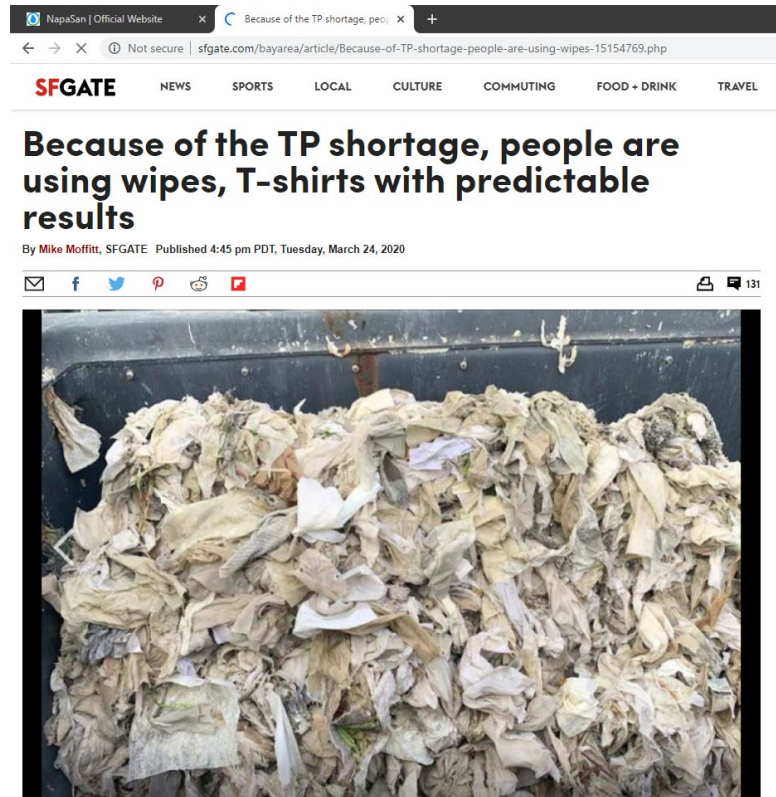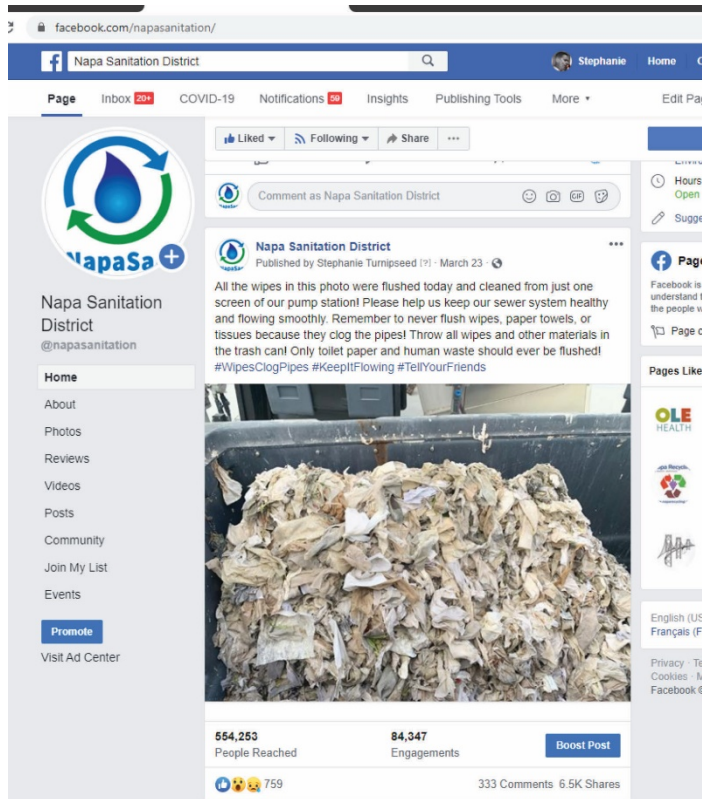- Emails and letters regarding fees/rates

3

Browns Valley Project Outreach

- Dedicated web page
- Letters sent to all residents and businesses along alignment
- Created project videos in English and Spanish in place of public meetings
- Highlighted project on Facebook
- Press releases to Napa Register
- Met with other agencies to provide information and impact mitigation

4

Facebook

5C. Collaborate with other local agencies and groups to meet common goals.

- Baywork trainings
- Bay Area Pollution Prevention Group
- PIO Network
- Countywide Water Conservation Group
- Napa RCD restoration field days
- EECNC/Earth Day

6

5D. Build and maintain relationships with community leaders, elected officials and stakeholders.

- Kiwanis Presentation
  - Given by Tim in March
  - Schedule add'l presentations when possible
- Tours for elected officials/community leaders when possible
- Spring 2021 Citizens Academy

Staff Recommendation

☐ Staff recommends continuing past outreach activities and designing future outreach to align with the Strategic Plan goals and any possible public health-related constraints.

☐ Questions/Discussion?

THANK YOU