



Communications and Outreach Program Update



NapaSan Board of Directors Meeting ~ April 7, 2021

What's the plan?

- Discuss outreach conducted since Early June 2020
- Staff continued to conduct outreach consistent with the 2019 Strategic Plan Goals



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

- ❑ Fall Pipeline Newsletter
- ❑ Website
- ❑ Spanish Language Outreach
- ❑ PAFR
- ❑ School presentations
 - ▣ Tour video
 - ▣ Zoom sessions
- ❑ NRWS Bill Inserts



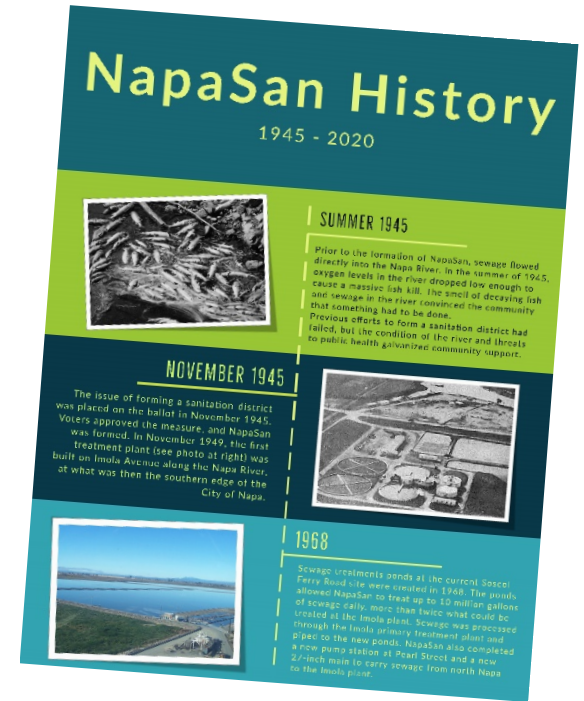
5B. Proactively communicate with the public, stakeholders and the press regarding current programs, accomplishments, projects, and news.

- Facebook page- continues to grow
- Prop 218 outreach
- Communication regarding construction projects
 - Summer 2020 Collection System Project and Browns Valley Project
 - Working with City of Napa to share important messages

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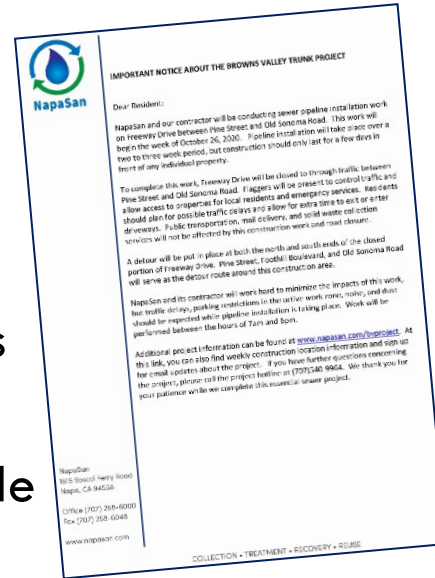
□ 75th Birthday of NapaSan!

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Browns Valley Project Outreach

- Letters sent to all residents and businesses along alignment
- Weekly website, text, and email updates
- Highlighted project on Facebook
- Worked with City to have updates in City newsletter and Facebook
- Met with local businesses to provide information and impact mitigation



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

- ❑ Bay Area Pollution Prevention Group
- ❑ PIO Network
- ❑ EECNC
- ❑ CASA Video
- ❑ Drug Takeback Event
- ❑ Bill Insert/Produce Sticker Art
- ❑ 2021 Earth Day



Got expired medications and sharps?
Dispose of them safely and for FREE!

**DRUG & SHARPS
TAKEBACK DAY**

**Saturday, October 24
10 am to 2 pm**

Controlled substances, capsules, liquids, tablets, inhaler, and sharps are accepted. Sharps must be in a puncture resistant container.

Please wear a face covering when dropping off medication and sharps.

Visit
www.countyofnapa.org/recycling
to find a location near you!

Sponsored by: City of Napa, Napa County Public Works, Napa Sheriff's Department, NapaStar, Kaiser Permanente, Upper Valley Waste Management Agency, and the Drug Enforcement Administration

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

- On hold at the moment
- Tours for elected officials/community leaders when possible
- Summer or Fall 2021 Citizens Academy (fingers crossed!)
- Community group presentations



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

