



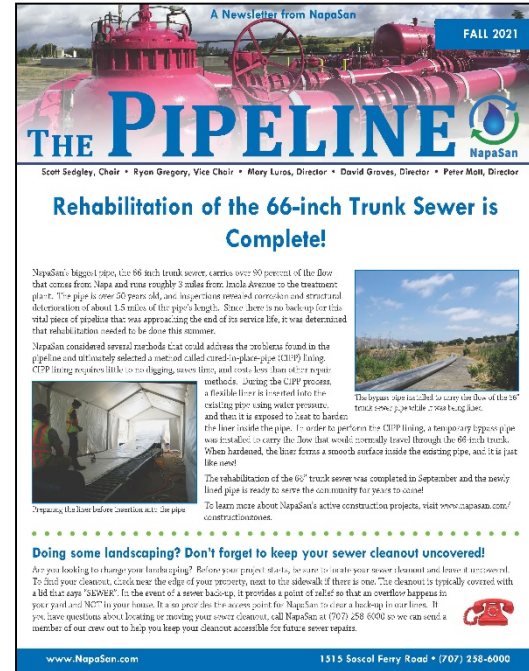
Communications and Outreach Program Update



NapaSan Board of Directors Meeting ~ November 3, 2021

What's the plan?

- Discuss outreach conducted since Early April 2021
- Staff continued to conduct outreach consistent with the 2021 Strategic Plan Goals





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

- Spring & Fall Pipeline Newsletter
- Website
- Spanish Language Outreach
- Bill Inserts
- Farmers Markets



Earth Day

- Sponsor and plan event
- Scavenger Hunt
 - ▣ Submissions from community
 - ▣ Prizes
- Film Night

**Earth Day Napa**
Scavenger Hunt




Instructions:

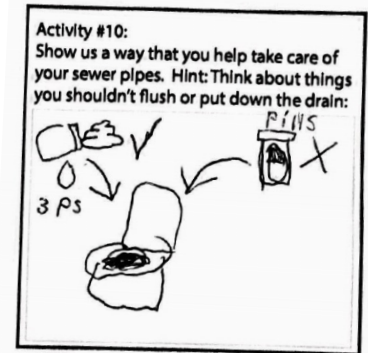
1. Fill out the participant information in the boxes below.
2. Complete as many activities as you can. If you need some help, feel free to ask a friend or family member and submit your form together!
3. Draw a picture or paste a photo in each of the activity boxes below based on things you observe in your home, yard, neighborhood, a local park, or wherever you are. There are no wrong answers- this is how YOU see your environment!
4. Be safe and have fun!
5. Submit your completed Scavenger Hunt form and any photos or drawings to info@napasan.com by April 30, 2021.

Name: _____

Can we post any of your scavenger hunt responses on our website or social media?
☐ Yes, feel free to share ☐ No, please don't share

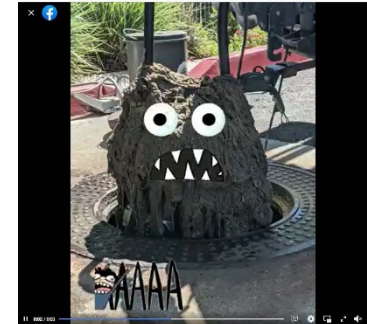
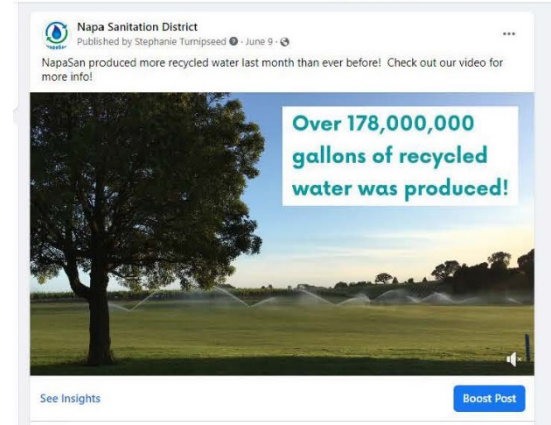
Activity #1:
Show us an example of indoor or outdoor water conservation:





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

- Facebook page- continues to grow
- Communication regarding construction projects
 - ▣ Summer 2021 Collection System Project and Browns Valley Project
 - ▣ Working with City of Napa and other agencies to share important messages



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



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

- School and Third Thursday tours restarted
- Tours for elected officials/community leaders when possible
- Spring or Summer 2022 Citizens Academy



Improved and New Outreach

- Use a social media calendar to schedule Facebook posts and increase consistency
- More Facebook videos and live events
- Outreach that seeks feedback or information from customers with an incentive
- A Napasan podcast!

Questions/Discussion

- Is there anything we should add or remove from our outreach program?
- Are there things we could improve?

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.

THANK YOU

