

Staff Report

Regular Board Meeting

TO: Governing Board Members

FROM: Kelly Malloy, Director of Strategic Services

SUBJECT: Outreach Update

RECOMMENDATION

This agenda item is for informational purposes only, no action required.

BACKGROUND / ANALYSIS

In its drive to be a world-class organization, East Valley Water District actively engages with ratepayers, community members and partners through a dedicated public affairs program. The District continues to utilize multiple channels of communication to engage with the community and recent projects have included, but are not limited to:

- Capital Improvement Project Construction
- SNRC Updates
- Consumer Confidence Report
- FY2021-22 Budget Document Design
- Smart Irrigation Month

Methods of communication vary depending on the project, but may include:

- Social Media
- Bill Inserts
- Direct Mailers
- Print Advertisements
- Press Releases
- Community Site visits

Multiple distribution channels are available to the District in the form of Bill Inserts, Highland Community News ads, social media, etc. The District has shifted its strategic outreach approach to a campaign style focus for outreach and communication messaging compared to single stand-alone ads, designs and messages. The District will leverage multiple channels to maximize the reach and community engagement through consistent outreach material. Smart Irrigation Month was the first campaign which followed this approach and staff is continuing to monitor the outreach effectiveness, adjusting as needed.

The District continues to actively utilize social media as part of its on-going outreach efforts. Through posts on Facebook, Twitter, and Instagram, the District provides the public with Sterling Natural Resource Center project benefits and progress,

news updates, conservation tips, rebate program information, and services available to customers. Since April 2021, the @EastValleyWater Facebook page has received 650 organic reactions and Instagram had 1,300 organic engagements. Social media ads have been used to amplify the strategic messages for the District. Since April 2021, the District's social media ads have reached over 12,000 community members. Finally, the District has started deploying public messaging to emails collected through eastvalley.org. This approach is part of the District's strategic goals and objectives to utilize effective communication methods.

AGENCY GOALS AND OBJECTIVES

- II - Maintain a Commitment To Sustainability, Transparency, and Accountability
 - B. Utilize Effective Communication Methods
 - D. Provide Quality Information to Encourage Community Engagement

REVIEW BY OTHERS

This agenda item has been reviewed by the Legislative & Public Outreach Committee as well as the Community Advisory Commission.

FISCAL IMPACT

There is no fiscal impact associated with this agenda item.

Recommended by:

Respectfully submitted:

John Mura
General Manager/CEO

Kelly Malloy
Director of Strategic Services

ATTACHMENTS

Outreach Update Presentation