

Community Outreach Committee
(Directors Manassero and Molinelli)
February 16, 2012
2:00 p.m.
Amador Water Agency
12800 Ridge Road, Sutter Creek, CA

A G E N D A

PUBLIC NOTICE: Members of the public will have the opportunity to directly address the Public Relations Committee members concerning any item listed on the Agenda below before or during consideration of that item

1. CALL TO ORDER

2. AGENCY GENERAL

- A. Discussion of Online Newsletter Topics
- B. Review of updated Agency communications plan
- C. Review of draft customer survey

3. FUTURE AGENDA TOPICS

4. ADJOURNMENT

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, and then please contact Cris Thompson at (209)223-3018 or (209)257-5281 (fax). Requests must be made as early as possible, and at least two full business days before start of the meeting

Incorporate Agency PR plan into Strategic Plan

Maintain calendar of projects & activities – provide to full Board & Dept Heads

Schedule annual review/assessment of program and revise plan as needed

Coordinate with Conservation Program outreach activities

GOALS

GOAL 1:

Educate the customer/ public on AWA's mission statement, vision and core values, and goals; Educate the public/ customers about the Agency's operation, maintenance and finances; Improve public awareness of high level of customer service and quality of water and wastewater service.

GOAL 2:

Build consumer confidence, Improve public/ customer perception; Promote success stories

GOAL 3:

Develop relationship with customers; Provide channels for feedback from target audiences

Target Audiences

1. AWA Employees
2. AWA Retail Customers
3. AWA Wholesale customers and CSDs
4. Media Relations
5. Community Leaders/ Elected officials
6. Legislative Outreach- Legislators
7. Key organizations/ leadership groups/ Educational organizations
8. Everybody else

Activity/Strategy	Goal(s)	Audiences	Target	Responsibility	Notes	Cost
Master Calendar	1,2,3	1 – 8	?????	C Thomson L Hackett	????	LH:1 hr to compile CT: Ongoing
AWA Website	1,2,3	2 – 5, 7,8	New design is online – needs thorough review and de-bugging, in progress Maintenance ongoing	C Thompson PR Comm.	This is a key public interface that is no one's primary responsibility. Additions such as "how to read your water bill" and other features enhance customer relations and other communications goals DONE Training is needed for AWA staff on software just for in-house maintenance Phase 1 training is complete.	?
AWA Customer Bills: Use extra space for info as space allows	1,2	2	Add billing deadlines to calendar ASAP to coordinate notices	C Thompson PR Comm.	Bills have been reviewed from a PR perspective and updated On-line billing very close to implementation Inserts with more detail are inexpensive – use for annual "where is your rate \$ spent"	??

					?	
Customer Surveys: Use as PR assessment tool as well as Customer Service	1,2,3	2	Revise for first survey 3/2011 Goal is 10% transactional and 10% non-transactional customers/yr	PR Comm	<p>Reactivate this?</p> <p>Camanche survey needed ASAP</p> <p>Survey questions need to be revised to align with communications goals and current issues</p> <p>Needs to be on a monthly schedule</p> <p>Add survey to website (ongoing or quarterly?)</p> <p>Provide result summary in newsletter/website etc.</p>	<p>\$2000 estimated hard cost/year</p> <p>20 hours staff time per year to mail surveys and tally results</p>
Director Visibility	1,2	1,2,,3,4,5,7,8		Board – determine interest	Provide monthly? AWA update on TSPN & radio similar to supervisors' report	No cost
AWA Newsletters	1, 2	1-5, 7,8	Underway, 3x/yr	PR Comm. L Hackett	<p>Due to budget cuts, newsletter is online only.</p> <p>Promote new newsletters on website, and in local media through press releases</p>	<p>Current budget: \$2000/issue</p> <p>LH: Approx. 14 hrs/issue</p> <p>Add'l promotion: 1 hr/issue</p>

<p>AWA Brochure: Determine where these will be used in 2012, reprint if needed</p>	1	5,7,8	<p>We currently have approx. 400 ??</p>	<p>PR Comm. L Hackett</p>	<p>Will need minor updates before reprinting...</p> <p>Shd be available at front desk and given to new customers is this done?</p> <p>Used also at events, tours, presentations, outreach meetings – make available to board members</p>	<p>Keep track of distribution to determine if reprint is needed this year</p>
<p>AWA Speakers Bureau: Local Government, Schools, Community groups, Foothill Conservancy, Business Council</p>	1,2,3	2,3,5,7,8	<p>6 X Year ?– AWA-initiated presentations</p> <p>Identify target groups by NEW TARGET DATE? contact to determine interest</p>	<p>G Mancebo PR Comm.</p>	<p>Prioritized by PR Committee – new general presentation being developed</p> <p>Board members to identify target audiences</p> <p>Identify in-house speakers</p> <p>Schedule with groups and locations</p> <p>Assemble presentation materials</p> <p>Assemble speaking points on general and topical issues for Board members and staff to use as needed</p>	<p>Staff time, LH time – in progress</p> <p>Possible poster and handout printing (in-house?)</p>

Outreach Meetings Quarterly meetings for each system? Status?	1,2,3	2,3,5	On calendar by 2/2011	G Mancebo PR Comm		Staff time No cost
Open House/Site Tours/Student Field Trips: Formalize and promote plant tours	1,2,3	1 – 8	Need new schedule for 2012...???? Focus on 3 tours in 2011: Buckhorn WTP, Camanche system, lone WTP Open House 1X yr? When staffing allows, add General Audience/YouthTours	PR Comm.	Invite target groups Tour format was done for 50 th anniversary – review and update if needed, provide script and visuals for typical tour	Staff time, misc printing
Special Events	1,3	5,7,8	2X yr	PR Comm.	Determine 2012 events County Fair Italian Picnic Parade, lone Homecoming, Jackson event? Poll employees for interest in participating	? Current budget?
Media Relations: AWA Media Relations Guide	1,2	4,5,8	Complete Media Guide by 6/11? Still with policy committee??	PR Comm. LHackett	Adopt final media relations guide Consider in-house training for Dept. heads & Board	Staff/committee time
AWA In-house Communications: Engage AWA Staff in	1,2,3	1 - 8	?	G Mancebo Depts	Committee and staff feedback needed for best ways to implement this: E-	Staff time

public perception & community relations goals and activities Support Agency morale				Heads PR Comm.	mail, Intra-Net, Dept Meetings, All Employee meetings? PR/LH to provide items to Gene for Agency memos	
Signage: AWA has prime sign locations in local roadways – opportunities for positive messages	2	1,2,5,7,8	When replacements are needed and/or in budget	PR Comm.	CalTrans and county sign regs permitting, what is possible? Ridge Road entrance sign to garden needs update There are few commercial billboard locations in the county.	LH to obtain specs/bid for signage on Tanner WTP
Direct Mail: Use on as-needed basis for specific topics to specific audiences	--	--	--	--	--	--
NOTE: Target Audience 6 (Legislative) needs discussion – goals? opportunities?						

DRAFT

AMADOR WATER AGENCY
CUSTOMER SERVICE REPORT CARD

The Amador Water Agency strives to provide excellent customer service while providing clean, safe, reliable water to our customers at reasonable rates. To help us continually improve service, the Agency would like to hear from our customers. Please take a few minutes to complete this survey and return it to us. Thank you.

SURVEY QUESTIONS

1. Based on your experience, how satisfied are you overall with the water service provided to you?

- Very Satisfied Satisfied Dissatisfied

2. If you have telephoned the Agency, are phone calls answered promptly and professionally?

- Very Satisfied Satisfied Dissatisfied Have not called

3. In comparison to other utility companies' service levels (such as gas, electric, telephone, propane, etc.), the Agency's **field service level (improve, perhaps "service provided by field technicians")** is:

- Excellent Very Good Average Poor

4. In comparison to other utility companies' rates (such as gas, electric, telephone, propane, etc.), the Agency's rates are:

- Very Reasonable Reasonable Unreasonable

5. Please indicate your feeling of the most important item from the following (more than one may apply)

Rephrase **"Which of the following items is the most important to you? (indicate no more than 2):**

- | | |
|---|---|
| <input type="checkbox"/> Water quality | <input type="checkbox"/> Cost of water |
| <input type="checkbox"/> Water reliability | <input type="checkbox"/> Security of water supply and quality |
| <input type="checkbox"/> Additional water supply | <input type="checkbox"/> Water for Fire Protection |
| <input type="checkbox"/> 24-hour emergency response | <input type="checkbox"/> Protection of the watershed |

6. Please indicate your preferred method to receive information from/about the Amador Water Agency **(choose any that may apply):**

- | | | |
|---|---|--|
| <input type="checkbox"/> TSPN (TV) | <input type="checkbox"/> Amador Ledger Dispatch | <input type="checkbox"/> AWA Website |
| <input type="checkbox"/> KVGC 1340 AM | <input type="checkbox"/> AWA Newsletter | <input type="checkbox"/> AWA Billing Statements |
| <input type="checkbox"/> (Hometown (Radio)) | Other _____ | |

7. Please provide any comments you may have concerning the Amador Water Agency or the issues above:

Thank you for your feedback.

Gene Mancebo
General Manager