



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

March 1, 2011

Board of Directors
Triunfo Sanitation District
Ventura County, California

PUBLIC RELATIONS CAMPAIGN FOR OAK CANYON RESERVOIR PROJECT

Summary

The construction of the reservoir in Oak Canyon, part of the Conifer Tank Replacement Project, will require a comprehensive public relations campaign to notify, inform, and update Oak Park residents of the water tank construction activities. Staff has consulted with outside sources and conducted internal discussions to assemble a list of strategic elements to achieve a successful campaign. Staff recommends your Board consider each of the items and provide direction on adopting those that will then comprise the public outreach program to be administered by staff. The estimated cost of the proposed campaign is \$10,000, of which approximately \$5,000 is needed this fiscal year.

Background

Over the past few months, staff has been working with various public agencies, conservation groups and homeowner's associations to coordinate the commencement of construction of the Oak Canyon Reservoir. As part of this process, staff met with representatives from Calleguas Municipal Water District (CMWD) to solicit ideas on proven methods for providing public notification and updates in the Oak Park area. Since CMWD recently completed a comprehensive pipeline rehabilitation along Kanan Road, they were able to assist with ample recommendations. Staff has added suggestions to this list to provide a comprehensive, strategic plan to keep the public informed and establish a conduit for feedback:

1. Presentation at the Oak Park Municipal Advisory Council (MAC) [est. \$300]
2. Bill inserts for Oak Park Water Service customers [\$500-\$800 each – incorporated into the typical customer newsletters, presume two in FY11]
3. Public Service Announcement (PSA) in the Acorn newspaper [\$600]
4. PSA with the "Oak Park Update" and "Oak Park Now" websites [\$200]
5. Project sign at the access point on Kanan Road [\$1,500]
6. Signs at the trailhead locations leading to the new site [\$300]

Item 71

7. Door hanger pamphlet on primary residences within the sphere of the project [\$600]
8. Regular news releases on project progress to The Acorn and Ventura County Star [cost limited to staff time - 1-2 hours per release]
9. Regular updates on the TSD website [cost limited to staff time - 1 hour for multiple updates]
10. Offer of regular electronic updates (email, Twitter®, Facebook®) to those customers who may want them [cost limited to staff time - 1-2 hours per communication/posting]
11. Project "Hotline" - a dedicated phone number with recorded updates and the opportunity for voicemail input from residents. Messages would be retrieved regularly and forwarded to appropriate staff for response [cost limited to staff time if we assign a number in the VRSD system / additional cost for a toll-free number]

Staff will develop a fact sheet, including a Frequently Asked Questions (FAQ) document, which will be disseminated to the various outreach sites and delivered to residents as the need arises.

Staff recommends implementation of each of the above strategies for a comprehensive public outreach effort with maximum effectiveness. However, staff is mindful of the program's fiscal impact and will be pleased to include only those elements that that the Board deems appropriate and cost-effective.

If you have any questions or need additional information, please contact me at 805-658-4628.

Fiscal Impact

Appropriations for the proposed expenses this fiscal year (2010-2011) are included in the adopted budget and will not require a budget adjustment. Future appropriations will be included in the adopted budgets for FY12 and FY13.

Recommendation

It is recommended the Board select the public relations program services that are to be implemented for the Oak Canyon Reservoir and to direct staff to proceed with administration of the program. Estimated cost for activities in FY11 is \$5,000.


MATT GRIEGER – PROJECT ENGINEER

APPROVED FOR MARCH 14, 2011 AGENDA


Doug Anders – Acting District Manager