

CALLEGUAS MUNICIPAL WATER DISTRICT
2100 Olsen Road, Thousand Oaks, California 91360
www.calleguas.com

PUBLIC ENGAGEMENT, COMMUNICATION, AND
LEGISLATIVE AFFAIRS COMMITTEE MEETING
December 11, 2023, 12:00 P.M.

The Calleguas Municipal Water District's Public Engagement, Communication and Legislative Affairs Committee meeting is noticed as a meeting of the Board of Directors for the purpose of compliance with the Brown Act. Members of the Board who are not assigned to the Public Engagement, Communication, and Legislative Affairs Committee may attend only as observers and cannot participate as members of the Board, whether or not a quorum of the Board is present. In order to preserve the function of the committee as advisory to the Board, members of the Board who are not assigned to the Public Engagement, Communication, and Legislative Affairs Committee will not vote on matters before the Public Engagement, Communication, and Legislative Affairs Committee.

A G E N D A

A. CALL TO ORDER AND ROLL CALL

Jaquelyn McMillan, Chair
Raul Avila, Committee Member

B. PUBLIC COMMENTS

Opportunity for members of the public to address the committee on matters within the committee's jurisdiction (as required by Government Code Section 54954.3(a)). Please limit comments to three minutes.

C. COMMITTEE ITEMS

1. Presentation regarding the 2024 Strategic Communications Plan
2. Discussion regarding the *Landscape is Change* Campaign as a component of Strategic Communications
3. Discussion regarding social media as a component of Strategic Communications
4. Discussion regarding public engagement as a component of Strategic Communications

D. OTHER COMMITTEE ITEMS

E. FUTURE AGENDA ITEMS

F. ADJOURNMENT

Note: Calleguas Municipal Water District has resumed in-person meetings in accordance with the Brown Act. In addition to in-person participation, members of the public may also participate by submitting comments by email to info@calleguas.com by 5:00 p.m. on the calendar day prior to the meeting. Email headers should refer to the committee meeting for which comments are offered. Comments received will be placed into the record and distributed appropriately.

Agendas, agenda packets, and additional materials related to an item on this agenda submitted to the Committee after distribution of the agenda packet are available on the District website at www.calleguas.com

Pursuant to Section 202 of the Americans with Disabilities Act of 1990 (42 U.S.C. Sec. 12132), and applicable federal rules and regulations, requests for disability-related modification or accommodation, including auxiliary aids or services, in order to attend or participate in a meeting, should be made to the Secretary to the Board in advance of the meeting to ensure the availability of the requested service or accommodation. Notices, agendas, and public documents related to Board and Committee meetings can be made available in appropriate alternative format upon request.

SCOTT H. QUADY, PRESIDENT
DIVISION 2

ANDY WATERS, VICE PRESIDENT
DIVISION 3

RAUL AVILA, SECRETARY
DIVISION 1

JACQUELYN MCMILLAN, TREASURER
DIVISION 5

THIBAUT ROBERT, DIRECTOR
DIVISION 4

ANTHONY GOFF
GENERAL MANAGER



BOARD COMMITTEE MEMORANDUM

Date: December 11, 2023

To: Public Engagement, Communication, and Legislative Affairs Committee

From: Ian Prichard, Associate General Manager – Strategic Policy Implementation

Subject: Item C1 – Strategic Communications Plan process

Objective: Develop a Strategic Communications Plan.

Budget Impact: None.

Discussion: One of the District’s 2023 Strategic Plan Objectives is to “elevate the District’s profile and effectiveness through impactful communications,” but “communications” writ large underpin many of the Strategic Plan Objectives. Communications are critical to many of the District’s current activities and will be all the more important as the District embarks on subsequent phases of the Water Resources Implementation Strategy (WRIST) and implements the 2023 Strategic Plan.

To ensure that staff is aligned with the Board’s vision for community engagement, partnership and coalition building, legislative and regulatory advocacy, social media, and other communications activities, staff proposes developing a Strategic Communications Plan. The process would include an initial Board workshop, internal development of a draft plan, and subsequent approval of a Strategic Communications Plan by the Board.

Staff will present the approach envisioned for the initial Board workshop, currently anticipated for January 2024. The main components of the workshop will include a discussion about the purposes of public outreach; audience types; communication channels; implementation strategies; and key messaging priorities. Staff requests feedback on the approach for and timing of the initial Board workshop.

A parallel process for internal staff communication, including a style book, resource allocation, and delineation of responsibilities, would also follow the initial Board workshop.

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BOARD COMMITTEE MEMORANDUM

Date: December 11, 2023

To: Public Engagement, Communication, and Legislative Affairs Committee

From: Jennifer Lancaster, Manager of Water Resources

Subject: Item C2 – Discussion regarding the *Landscape is Change* Campaign as a component of Strategic Communications

Objective: Review, discuss, and receive input from the Committee regarding the existing *Landscape is Change* water awareness campaign and its role in overall District strategic communications.

Budget Impact: To be determined.

Discussion: The *Landscape is Change* water awareness campaign is the District's first official outreach campaign developed specifically for the service area. This campaign was developed during the extreme drought conditions experienced in 2021/2022 and was refined as water supply conditions improved. It seeks to inspire customers to transform thirsty turfgrass into climate-appropriate landscaping that not only saves water, but provides benefits in the form of wildlife habitat, stormwater retention, and lower maintenance requirements. The foundation of the campaign is the landscape style guide, *Garden Landscapes for Ventura County: An ecosystem approach to creating a thriving and water-wise garden landscape*. The campaign has a dedicated website at landscapeischange.com. Current advertising of campaign collateral includes monthly ads in all five editions of the Acorn Newspaper, signage on Gold Coast Transit buses, and Spotify streaming ads. This ad buy is nearly complete.

Staff's current focus is refining the website as a hub for landscape and water efficiency resources, including adding a calendar with relevant District and purveyor classes and events. Staff is also developing resources to educate the public about new regulations eliminating non-functional turf on commercial, industrial, and institutional properties and compliance support, as well as amplifying co-branding opportunities and partnerships with District purveyors.

The *Landscape is Change* campaign has continued to evolve through the dramatic swing between water shortage and water surplus over the last two years. Staff would like to discuss

options for the role of the campaign moving into the future as a component of the District's communications strategy. Potential approaches include:

1. Invest in the Landscape Campaign Proportional to Water Supply Conditions. During times of water shortage, increase advertising to promote water use efficiency and landscape transformation, with the level of advertising increasing as shortage conditions become more severe. When water supply conditions are adequate, limit campaign activity to a "baseline" which includes maintaining the website, general social media information posts, existing water awareness educational collateral, and classes and events.
2. Invest in Robust Landscape Campaign Messaging. Maintain a high level of campaign output to keep water awareness prominent regardless of water supply conditions. This could include increased investment in ad buys, ongoing support from strategic communications consultants, and development of new collateral on a regular basis. Tone and messaging can shift according to water supply conditions.

Staff seeks feedback from the Committee on the level of future investment and content of the *Landscape is Change* campaign to help guide its continued development in accordance with Board priorities. Committee members' input will be reflected in the Strategic Communication Plan workshop of the full Board.

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BOARD COMMITTEE MEMORANDUM

Date: December 11, 2023

To: Public Engagement, Communication, and Legislative Affairs Committee

From: Ian Prichard, Associate General Manager – Strategic Policy Implementation

Subject: Item C3 — Discussion regarding social media as a component of Strategic Communications

Objective: Review, discuss, and receive input from the committee on existing and future social media efforts to inform the Strategic Communications Plan.

Budget Impact: To be determined.

Discussion: Social media is a fundamental part of most public agencies' communications portfolio. Like any tool, its utility is a function of its use—how it's used, who it's used by, and what it's used for. The question before the District, as part of the development and implementation of a Strategic Communications Plan, is what the right balance is between the intended effect of social media and resource expenditure.

Calleguas currently utilizes X (formerly Twitter), Facebook, Instagram, LinkedIn, and YouTube as communication channels with the public and stakeholders. Topics generally include:

- providing updates on District projects and activities
- showcasing dedicated employees and their achievements
- offering news/updates on reliability and conservation
- sharing notifications of upcoming events
- resources for water use efficiency, such as rebates and classes in the service area
- offering periodic updates during emergencies
- providing information on employment opportunities within the District

The District often shares posts from purveyors and partner agencies. The posting schedule ranges from 2-4 posts per week, depending on events/news, to significantly longer intervals between YouTube videos.

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BOARD COMMITTEE MEMORANDUM

Date: December 11, 2023

To: Public Engagement, Communication, and Legislative Affairs Committee

From: Ian Prichard, Associate General Manager – Strategic Policy Implementation

Subject: Item C4 – Discussion regarding public engagement as a component of Strategic Communications

Objective: Review, discuss, and receive input from the committee on existing and future public engagement efforts to inform the Strategic Communications Plan.

Budget Impact: To be determined.

Discussion: Public engagement plays a crucial role in the District’s effectiveness by fostering transparency, gauging and addressing community needs, and promoting awareness.

As a public agency, the District’s Board meetings, including committees, are open to the public in accordance with the Brown Act. Critical documents, including all documents adopted by the Board, are available on the District’s website. The District hosts facilities tours and educational programming. District staff attend community meetings for a variety of reasons, including informing the public and receiving feedback about construction projects, engaging diverse stakeholders in planning processes, and providing expert perspective on water-related topics. Board members attend community meetings in the course of their ancillary duties, to provide official District perspective, and as District ambassadors promoting awareness of Calleguas and the water industry generally.

As the District moves ahead with its “new model for resilience,” public engagement will also serve to develop the partnerships and community support necessary to implement associated projects and programs. This item is intended to solicit input from the committee regarding the desired level of public engagement ahead of the Strategic Communications Plan workshop.