
File No.: 17-0542

Agenda Date: 8/8/2017
Item No.: *7.3.

SUPPLEMENTAL BOARD AGENDA MEMORANDUM

SUBJECT:

Update on Public Perception Poll and Proposed Public Education Campaign and Water Truck Designs.

REASON FOR SUPPLEMENTAL MEMORANDUM:

Adds finalized PowerPoint as Attachment 1.

RECOMMENDATION:

- A. Receive update on the public opinion poll conducted June 7-11, 2017;
- B. Provide input on proposed messaging and public education campaign; and
- C. Select and approve artwork for water truck.

SUMMARY:

Public Perception Poll

For many years the District has conducted public perception polls to provide the Board and the District with accurate data regarding what the public thinks of the organization and of our work, as well as to illuminate opportunities to improve the public's understanding of and access to District services.

For the latest poll, the District contracted with EMC Research to update previous poll questions, track trend data, and test messaging about the District. The poll was conducted from June 7 to 11, 2017.

The results of the poll will be used to develop messaging that addresses areas of importance to the public and that will help the public to understand our work in those areas, as well as our place in the community. The messages will be part of a year-long internal and external effort to inform the community about who we are, what we do, and how to access District services. They will also be used to encourage engagement with the public, such as through volunteering.

To assist with the development of messages and to help draft a public education campaign to reach

external parties, the District has secured PRxDigital, a company with a long history of assisting Silicon Valley organizations and businesses with their public education efforts. The execution of the recommended campaign will cost \$200,000 funded by internal cost saving measures in division and District budgets.

A working group of staff members from various divisions of the District will provide input on the messaging, the external components of the campaign, and the best way to communicate this information to employees in their respective divisions. Messages developed as part of this campaign are expected to be disseminated to every employee and to become a part of all possible communications, from publications to videos to presentations and more. The goal of this effort is to ensure that all employees are aware of the campaign and include the educational messages in documents, presentations and other materials to the greatest extent practical. The proposed messages are listed in the presentation and require Board input.

Why work to improve public education about the District?

Understanding the critical services provided by the District is important to this organization's ability to accomplish its work and fulfill our mission to provide safe, clean water to Silicon Valley. To maintain the public's trust and confidence, it is important for residents and businesses to understand the District's commitment to protect water quality and supply and to provide flood protection and stream stewardship.

Messaging

The poll showed that some have strong ideas about the District and the work we do; but there are many who may not know or understand the purpose of the District.

Messages that emphasized preparedness for the future and commitment to protecting the environment promote the public's understanding of the District.

Branding

The poll will also tie into the District's future branding effort. Branding is an organization's endeavor to tell its own story, to tell the community what they can expect of it, and to express its purpose and its value to the public.

Staff will return to the Board in the fall with branding options that incorporate the results of the poll. Once a brand identity is identified, it should be reflected in a wide array of communications efforts, including providing on-message materials such as talking points, presentations and publications to Board members, an ad campaign, blog posts relating to the brand theme, videos, pitches to the media, and more.

In all these efforts, the Board's leadership will be valuable in shaping a message-driven District and connecting with the community.

Water Truck

Staff has developed artwork for the water truck that was included in the Fiscal Year 2017 budget and will be delivered in early fall. There are a few choices for images, including images from the District's Value Our Water campaign; images from the Value of Water Coalition's campaign, which is a resource provided by the U.S. Water Alliance; and images promoting the District's high-quality water.

Staff has sought employee input on the artwork in order to provide input for the Board's consideration. The design options and the employee preferences will be included in the presentation for the Board's input.

FINANCIAL IMPACT:

The development of engagement messaging and a public education campaign will be funded through internal sources in the existing Fiscal Year 2018 budget, and it is anticipated that the efforts will cost approximately \$200,000. If additional resources are required staff will return to the Board for a budget adjustment.

CEQA:

The recommended action does not constitute a project under CEQA because it does not have a potential for resulting in direct or reasonably foreseeable indirect physical change in the environment.

ATTACHMENTS:

Attachment 1: PowerPoint

UNCLASSIFIED MANAGER:

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