

## MEETING REPORT

OUTREACH / EDUCATION COMMITTEE  
WEDNESDAY, JANUARY 27, 2010  
2:15 P.M.

Directors: Bob Behee  
Ralph Retherford

Public: John Mills  
Kendall Flint, PMC

Staff: Pete Kampa  
John Barnhart  
Sheri Barnett  
Lisa Westbrook  
Casey Prunchak

### **Development of the Communication Plan and Review of the Communication Survey**

Lisa Westbrook indicated that the District sent out 1500 communication surveys to TUD customers, and as of today the District has received 535 responses from the survey.

Kendall Flint, Director of Strategic Planning reviewed the following two questions in the survey that really shows where the District is lacking in its communication:

- Do you feel you have a clear understanding of how TUD spends its money?  
Yes - 24.8% No – 75.2% (3 out of 4 customers have no idea how District spends money)
- Would you be interested in getting new and information from TUD via email?  
Yes – 46.8% (almost half that responded, which would give us a chance to expand that base)

Kendall Flint indicated that the Communication Plan will be structure through:

- Public Agency Outreach
- Internal Communications
- Customer Communication
- Media Relations
- Legislative Outreach

The group reviewed broad ideas (no more than three) of what the District's desired outcome of the Communications Plans.

Goals of the Communication Plan:

- Financial issues of the District
- Quality of service and reliability

Target Audiences:

- Internal staff
- Board / all elected officials
- Public

Research (PMC):

- Fostering Sustainable Behavior, by Douglas McKenzie Moore

Tactics:

- Internship program through the college
- Clear clean messages in the billing inserts

Kendall Flint requested that District staff provide her with the name(s) of at least one person in each department who could be responsible for writing a brief overview of key issues/projects/programs and the name of his/her supervisor.

Director Retherford requested that District staff's time be kept at a minimum for implementation of the Communication Plan, noting that the District has limited funds.

Kendall Flint requested that District staff provide her with a list of programs/plans/projects that are expected to be implemented in the next 12 – 18 months, the project manager for each and a brief narrative explaining why it is important to TUD.

Kendall Flint and District staff responded to questions from the Committee.

Pete Kampa indicated that District staff will meet and develop additional research options prior to the next Public Outreach Committee meeting.

Kendall Flint reported that she will begin preparing a draft Communications Plan for District staff to review prior to review by the Committee at the next Public Outreach Committee meeting.

Kendall Flint noted that she would like to meet with the Tuolumne County Chamber of Commerce to develop a series of partnerships with merchants in town. Sheri Barnett indicated that she would work with Ms. Flint to set up a meeting with the Chamber of Commerce.