

## MEETING REPORT

OUTREACH / EDUCATION COMMITTEE  
MONDAY, MARCH 7, 2011  
9:00 A.M.

Directors: Delbert Rotelli  
Joseph Day

Public: Ron Ringen  
Becky Miller-Cripps, Natural Resources Program,  
UC Cooperative Extension

Staff: Pete Kampa  
Casey Prunchak

### **Review of the Water Element in the Tuolumne County Land Use / Coordination Plan**

Pete Kampa reported that over the past year, TUD staff and consultants have been working with the County Planning Department, TuCare and the agricultural community to develop principles for a process which, once adopted and implemented by the County, is intended to give the County and TUD more leverage, input and control over federal land use planning decisions, or actions which can effect our ability to deliver our services efficiently, effectively and in a cost effective manner. This Ordinance requires public agencies to "coordinate" with the County on all decisions which affect any aspect of the areas detailed in the Land Use document.

Pete Kampa indicated that he has attended several Land Use Committee meetings, in which the Committee members are all working very well together, and they respect the District's input.

Pete Kampa explained that there are two separate documents, the first is the water element as proposed by the County and the second document are changes to the document as proposed by TUD. The Committee, District staff and the public reviewed the documents.

Pete Kampa indicated that he will proceed with representing the TUD Board's interest based on the water policy principles that have been adopted, and protect against any language that ties TUD's hands and ability to do what's right within our jurisdiction.

Director Day suggested that the District consider developing our own coordination plan as part of our updated Strategic Plan.

Pete Kampa explained that the Board of Supervisors has a Natural Resources Committee that serves as an advisory group to the Board of Supervisors on all issues related to natural resources, including but not limited to water and power rights, fisheries, timber management, forest health, and access to recreation areas on public lands. It was suggested that Mr. Kampa request that TUD be provided membership on the Natural Resources Committee in order to assist with water issues and cost reduction.

Pete Kampa indicated that the TUD Board will have an opportunity to review the final version prior to going to the Tuolumne County Board of Supervisors for a vote.

***Committee Recommendation: District consider developing our own coordination plan as part of our updated Strategic Plan.***

### **Review of Tuolumne Utilities District Legislative Coordination and Interagency Coordination Program**

Pete Kampa reported that the District would benefit from a more formal and regular state and federal elected official communications program (Legislative Coordination) and a more enhanced, formal and regular interagency coordination program, noting that such enhanced coordination is consistent with the District's Strategic Plan.

Pete Kampa explained that the objective to the interagency coordination program would improve the communication, cooperation and coordination between the County and the District. Such activity need not be an onerous burden to either the County or the District; rather it would depend on regular communication from the General Manager of the District to the County Administrator and the Board of Supervisors. This communication could be carried out approximately once per month at the regular meetings of the Board of Supervisors. Mr. Kampa noted that the proposed general topics could be: ongoing/new projects; locally initiated programs; matters related to water supply protection/enhancement and sustainability; regional and statewide programs and activities; and upcoming meetings, workshops, hearings and conferences.

### **Discuss the Status of the Communications Plan**

Becky Miller-Cripps, Natural Resources Program, UC Cooperative Extension addressed the Committee stating that she and the Tuolumne County Master Gardeners are working with District staff on extending the public education that is offered by TUD and meet the public outreach goals. Ms. Miller-Cripps highlighted several projects that she is working with TUD to assist the District with their public outreach education efforts.

Pete Kampa reported that District staff is moving forward with the implementation of the Communications Plan; however the question remains is how much money does the District invest in the Plan. Mr. Kampa noted that what he is lacking in his ability to fully implement and fully influence strategy efforts in the Communications Plan is all about money.

Pete Kampa reviewed the eight strategies of the Communications Plan that the District is attempting to implement within the available resources:

- Engage TUD staff in multiple departments to support and implement communications efforts.
- Focus banding and outreach efforts on programs that connect TUD staff directly with high-quality service and programs.
- Incorporate fact-based outreach for all major TUD programs, plans and initiatives to help educate rate payers.
- Better utilize Web-based outreach.
- Proactively engage customers, media and legislators.
- Shift advertising placement to print and Web mediums.
- Develop / enhance partnerships with associations and education and business resources.
- Use outside consultant(s) to provide strategic counsel for implementation.