

MEETING REPORT

OUTREACH / EDUCATION COMMITTEE

MONDAY, NOVEMBER 16, 2009

3:00 P.M.

Directors: Barbara Balen
Bob Behee

Public: Becky Miller-Cripps
Kendall Flint, PMC

Staff: Pete Kampa
Casey Prunchak
Lisa Westbrook

Becky Miller-Cripps, representing the Tuolumne County Master Gardeners addressed the Committee distributing cooperative garden information brochures entitled "Save Water" and "Foothill-Friendly Gardening". Ms. Miller-Cripps indicated that information was provided by the Master Gardeners and TUD staff, and has been made available to TUD customers and to be included on our TUD website.

Review Consulting Services Agreement and Scope of Work Regarding Development of a Communications Plan – PMC

Pete Kampa reported that District staff is proposing that the Board consider adopting a Communications Plan for the District to address the many challenges facing the District. Mr. Kampa explained that one of the key elements that has been discussed is to try to communicate a clear, concise message to TUD's customers and the public, noting that customers truly do not understand what TUD does and how they receive their water or other services provided by TUD. Pete Kampa indicated that in addition, in the 2008 Strategic Plan it directs staff to develop a District communication plan and public agency outreach, noting that with guidance of PMC we can set forth a concise communication plan for the District.

Kendall Flint, Director of Strategic Planning addressed the Committee and District staff noting that the purpose of a strategic Communications Plan is to integrate all of the District's programs, public education and advocacy efforts. Ms. Flint explained that by planning a long-term strategy TUD's efforts, the District will be positioned to be more proactive and strategic, rather than consistently reacting to the existing environment. Ms. Flint indicated that the fundamental goal of communications efforts is to maintain the public's trust, noting that trust can translate to support of initiatives, rate increases and adoption of conservation programs. Ms. Flint noted that PMC will assist the District in indentifying its top priority goals and then craft programs to reach those goals.

Kendall Flint reviewed the Communications Plan proposal, noting that the total fee for the entire proposal is \$8,870.

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

Kendall Flint reported that the Environmental Protection Agency (EPA) is offering an environmental education grant to applicants of local, state or environmental agencies. Ms. Flint indicated that the deadline for applying for a 2010 environmental education grant is December 15, 2009, noting that if the Communications Plan is approved on December 8, 2009 she will apply for a \$25,000 grant for the District.

District staff was directed to provide the Board with the entire PMC proposal of the Communications/Strategic Plan Development prior to December 8, 2009 Board meeting.

Committee recommendation: Approve in concept the consulting services agreement and scope of work regarding development of a Communications Plan and place on the regular business portion for Board review and consideration at the December 8, 2009 Board meeting.

