

CRESCENTA VALLEY WATER DISTRICT

2700 FOOTHILL BOULEVARD
LA CRESCENTA, CALIFORNIA

To be held on
March 15, 2022 at 10:00 AM

Agenda for the Meeting of the Community Relations/Water Conservation
Committee
of the Crescenta Valley Water District

Posted March 14, 2022 at 10:00 AM

TELECONFERENCING NOTICE

Under AB 361 and District Resolution No. 772, the District will continue to hold Board and Committee meetings by teleconference, due to the continuing State of Emergency for COVID-19 and the ongoing imminent risks to the health or safety of the attendees from COVID-19.

[This meeting will be held by teleconference only.]

Any member of the public may participate using a touchtone phone. You may select any of the following phone numbers (there are more than one for increased reliability during this time of increased phone traffic)

(669) 900-6833

(346) 248-7799

(929) 205-6099

(253) 215-8782

(301) 715-8592

(312) 626-6799

Then, enter Access Code: 844 7687 9835

[Pursuant to the above Executive Order, the public may not attend the meeting in person]

Those members of the public who are able to and would like to additionally participate with a computer through videoconference may access the Zoom videoconferencing tool available at the following link – <https://us02web.zoom.us/j/84476879835>

Any person may make a request for a disability-related modification or accommodation needed for that person to be able to participate in the public meeting by contacting the District by phone or in writing at customerservice@cvwd.com. Requests must specify the nature of the disability and the type of accommodation requested. A telephone number or other contact information should be included so that District staff may discuss appropriate arrangements. Persons requesting a disability-related accommodation should make the request with adequate time before the meeting for the District to provide the requested accommodation.

Call to Order

Adoption of Agenda

Public Comment:

At this time, members of the public shall have an opportunity to address the Committee on items of interest that are within the subject matter jurisdiction of this Committee. This opportunity is non-

transferable, and speakers are limited to three (3) minutes each. Under the provisions of the Brown Act, the Board is prohibited from taking action on items not listed on the agenda, except under certain circumstances.

Action Item(s)

The public shall have an opportunity to comment on any action item as each item is considered by the Committee. This opportunity is non-transferrable, and speakers are limited to one two-minute (2) comment each.

1. Public Outreach and Engagement Plan

Committee Members' Request for Future Agenda Items

Adjournment

Public Outreach and Engagement Plan
(2022-2024)

The benefit of having an effective public outreach program can include community support for projects and utility rate increases, credibility with community and increased awareness among community members of District related issues related to drought, regulations, and infrastructure.

Staff worked together in an open and collaborative method to develop the District's updated Strategic Plan. Goals from the updated plan are listed below with action items for the Public Outreach and Engagement plan listed under each applicable goal.

MISSION: "To provide quality water and wastewater services to the Crescenta Valley community in a dependable and economically responsible manner."

VISION: "Secure sustainable water supplies and ensure infrastructure reliability, while furthering our commitment to accountability, transparency, and cost-effectiveness."

Strategic Plan Goals: With the Goals for the Outreach and Engagement Plan

1. Reliable Water and Wastewater Service

- Continue outreach and education on water use efficiency and what not to flush

2. Exceptional Customer & Community Service

- Conduct CVWD Facilities Tours for the Community
 - Arrange opportunities for the public to view District sites
- Complete the Education Center at Main Office
 - QR Code Walking tour for the Garden
 - Online Map of the Garden
 - QR Code for "Infrastructure museum"
- Implement new District logo/rebranding
 - Create branding opportunities with the District's new logo and exiting, mission statement and values
- Create welcome package for new customers
 - Create electronic welcome package with District information, focusing on opportunities to participate in District meetings and events
- Increase bill messaging about water use and water use efficiency
- Automate after-hours messages on email
- Develop and promote water and wastewater education videos online

- Short informational videos or PSA's on basic items like how to read your meter, how to check for leaks,
- Increase educational outreach targeting programs in schools K-12
 - Develop virtual opportunities for student participation
 - 2nd year HS Student career development and leadership program
- Evaluate and deploy other social media outlets
- Continue/increase community awareness on CVWD services, mission, vision, and values
- Update FAQs and “cheat sheet” for staff to answer common questions from the public

3. Use of Technology for Cost-Efficiency

- Initiate Smart Water Customer engagement
 - Customer Engagement software that goes with the AMI program

4. Fiscal Responsibility

- Communicate cost savings of increased reliability to customers

5. Protection of Public & Environmental Health

- Create PSA's or Public Outreach Materials for the Wastewater Side
- Increase water use efficiency education and messaging

6. Regional Collaboration & Synergy

- Work with neighboring agencies on unified drought messaging

7. Employee & Workforce Excellence