

RANCHO MURIETA COMMUNITY SERVICES DISTRICT

Category:	Communications & Technology	Policy # 2012-02
Title:	Communication Outreach	

PURPOSE

To maintain and enhance effective customer and community relations by communicating, educating and providing information regarding the services provided by Rancho Murieta Community Services District (District).

BASIC COMMUNICATION PRINCIPALS

Successful communications are regular, consistent and simple.

Think, speak and write backwards from your audience, not outward from the District.

Cost-effective communications are absolutely necessary.

OBJECTIVES

Goal 1

Using a variety of techniques, communicate with customers and the community on topics related to:

- a. The District
- b. Local, regional and federal water issues
- c. Water conservation
- d. Wastewater
- e. Water education
- f. Drainage
- g. Security services and issues
- h. Solid waste services and issues

Actions to Achieve Objective

- a. Target all customers/users of all ages
- b. Develop an assortment of methods to reach customers and the community.
 - Printed material Bill inserts, newsletters, handouts, fliers, direct mailings, welcome packets, etc.

- Media Videos, news releases, public service announcements, newspaper, radio
 - Electronic Media Website, DVD's, Pipeline, email, Facebook, Twitter, etc.
 - Direct Contact Daily customer/staff interaction, workshops, Board and Committee meetings, telephone
 - Indirect Contact Code RED
- c. Inform customers and the community about the District (e.g., mission statement, history, operations, rules and regulations, budget, water production and conveyance, District Policies, District Resolutions, District Ordinances, and events.)
 - d. Promote efficient and wise use of water resources (e.g. Water-Wise House Calls, water workshops, rebate programs)
 - e. Educate customers and community on:
 - Water issues
 - Wastewater
 - Drainage
 - Climate change issues and challenges
 - Water conservation and demand management techniques
 - Security issues
 - Solid waste collection and disposal issues
 - f. Encourage individuals to take responsibility for their actions that impact water and the environment
 - g. Inform customers regarding regional, state and federal legislation within legal guidelines without taking an advocacy position
 - h. Solicit feedback from customers and the community (comments on bills, encouraging attendance at Board and Committee meetings, e-mail, surveys)
 - i. Educate and communicate with customers concerning the District's Capital Improvements Plans (e.g. upgrading water and wastewater system, etc.)
 - j. Provide information on the security services available to businesses and organizations
 - k. Provide information on solid waste collection and disposal services available to residents (extra yard trimmings collection, Christmas tree pick up, bulky waste pick up, e-waste pickup, etc.)

Goal 2

Inform, communicate and participate with the local and statewide water community on District issues, pertaining to local and regional development.

Actions to Achieve Objective

- a. At all organizational levels, promote communication and sharing of timely and accurate information with colleagues from other water agencies.
- b. Communicate, inform and coordinate with other agencies (e.g. ACWA, CSDA, RWA, DWR, DPH)
- c. Continue to implement Water Forum's Best Management Practices (BMPs).
- d. Encourage businesses to take responsibility for their actions that impact water and the environment.

Goal 3

Promote communication and interaction with District employees.

Actions to Achieve Objective

- a. Inform employees on District activities and provide on-going community outreach updates (e.g. website changes/updates, programs, services, rebates offered via monthly meetings, paycheck stuffers, website)
- b. Encourage staff participation in community outreach events and District activities
- c. On a regular basis, solicit feedback on District activities from employees by asking for ideas and input on community outreach activities.
- d. Support human resources to continue to provide the opportunity for new employee community outreach orientation (e.g. programs and services, website, newsletter)
- e. Encourage employees to take responsibility for their actions that impact water and the environment.
- f. Encourage employees to take responsibility for their actions that impact the security of the community (e.g. residents, employees, guests and vendors).

Approved by Rancho Murieta Community Services District's Board of Directors	March 21, 2012
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