



**San Juan Water District  
WaterGram Editorial Calendar & Proposed Photos  
FY 2017-18**

Month/Format	Theme	Featured Article/Staff	Other Content
Sep/Oct Full	CIP update	Pipeline Relining Project /Tony (operations manager)  Bob Walters announcement	<ul style="list-style-type: none"> <li>Website update</li> <li>Meter box clearance</li> <li>Fall tips</li> <li>Workshop announcements</li> </ul>
Nov/Dec 1/3	Construction alert	<b>New photo: Field service staff working on a pipeline</b>  Article: Pipeline relining project construction reminder and schedule	<ul style="list-style-type: none"> <li>DYK? Short article about the USBR spillway (who manages lake/supply; purpose of spillway; when to use)</li> <li>Three tips to winterize your home</li> </ul>
Jan/Feb Full	Policy/regional planning update	<b>New photo: General Manager</b>  Article: Update on regional water supply reliability efforts/snapshot of retail CIPs underway and planned	<ul style="list-style-type: none"> <li>DYK? Short article about conjunctive use</li> <li>Value of your water (cost comparison)</li> <li>Winter water efficiency tips</li> </ul>
Mar/Apr 1/3	Spring savings, tips & Mulch Mayhem	<b>New photo: Field staff performing a customer landscape irrigation review</b>  Article: Contact us for a landscape irrigation review; here's how we can help	<ul style="list-style-type: none"> <li>Spring checklist to prepare your irrigation and yard for spring</li> <li>Mark your calendar: Mulch Mayhem</li> </ul>
May/June Full	Water supply, quality and efficiency	<b>New photo: Water treatment plant supervisor</b>  Article: All about your water; update on CIPs to ensure reliable, high-quality water supplies; watch for the annual CCR	<ul style="list-style-type: none"> <li><b>New photos: Rose or other staff member in the WEL Garden</b></li> <li>Summer water efficiency tips</li> <li>Other: TBD</li> </ul>
Jul/Aug 1/3	Throwback: Retro WaterGram	Photo: Use imagery and design included in the 150 Years of Water book  Article: The History of San Juan Water District	<ul style="list-style-type: none"> <li>The early years/where we are today</li> <li>Milestones: year in review</li> </ul>



**San Juan Water District  
Wholesale Public Outreach  
Draft Proposed Scope of Work – August 21, 2017**

Crocker & Crocker recently met with San Juan Water District's Public Information Committee to review its FY 2017/18 scope of work. The scope included tasks to support public outreach for retail and wholesale. While the committee members approved the scope, they directed Crocker & Crocker to prepare a scope of work for more comprehensive public outreach in the wholesale service area. San Juan management also requested the additional scope to support the communications strategy within its strategic plan that is now underway.

The following proposed scope of work includes a strategic approach to:

- Engage wholesale customers in a collaborative manner during the planning process and throughout program implementation
- Support the defined goals, objectives and priorities in San Juan's strategic plan (now underway)
- Reach customers in the wholesale service area with information about San Juan wholesale projects, topics and/or other news that relates to them

The approved 2017/18 tasks follow the scope to show what has already been approved for this year's activities.

**Scope of Work  
Wholesale Public Outreach Plan**

Crocker & Crocker will develop a public outreach plan to guide San Juan's communications within the wholesale service area. As San Juan works to complete its overarching strategic plan, Crocker & Crocker will conduct stakeholder interviews with wholesale customer general managers to uncover insights for use in developing the communications strategy.

The interviews will help San Juan learn about existing communications methods, databases and opportunities to collaborate on public outreach. The interviews will also uncover input and suggestions about topics to communicate, desired messaging, methods of sharing information, etc.

Following the interviews, Crocker & Crocker will conduct a comprehensive review of San Juan's strategic plan to develop additional outreach recommendations. Working in partnership with San Juan management and the PI committee, Crocker & Crocker will develop a strategic public outreach plan for use in the wholesale service area.

This task includes the following deliverables:

- Questionnaire
- Stakeholder interviews with each retail agency general manager
- Summary report with findings and recommendations
- Strategic plan review with recommendations

- Wholesale public outreach plan that guides outreach around wholesale topics such as capital improvement projects, water supply reliability studies/projects, water legislation and advocacy work. The plan will include:
  - goals
  - target audiences
  - strategies
  - objectives
  - high-level messaging
  - public outreach tasks timeline

**Electronic Communications**

Crocker & Crocker will create a stakeholder database for specific use to the service area outside San Juan retail. The database will include retail agencies, stakeholders such as the county supervisors/staff, city council members/staff, state elected officials/staff, chamber of commerce management/staff, business associations, neighborhood and homeowner associations leadership as well as customers.

Create annual topic calendar, develop content and distribute regular e-blasts to the wholesale database. Crocker & Crocker will work with San Juan Water District management and the Committee to develop the content, visuals, subject lines and effectively written e-blast copy for each issue according to best practices.

Includes the following deliverables:

- Initial database research and development
- Annual topic calendar
- Eight e-blasts (writing, design, programming, review)
- Analytics report/recommendations for 2018/19

**Outreach Materials** (TBD through stakeholder interviews and planning with San Juan)

Create and provide each retail agency with outreach content/materials for their use in communicating with their customers about activities being conducted by San Juan Water District that affect their agency. Crocker & Crocker will work with San Juan Water District management and the PI committee to identify and determine strategic priorities and information to share. Topics may include wholesale capital improvement project updates, event announcements, legislative updates, etc.

Outreach materials may include the following assets for each agency’s use, as appropriate, for their communications platforms. This task assumes activities will occur on a quarterly basis.

- Newsletter articles
- Website articles
- Social media posts

## Budget Estimate

2017 Rates:		\$185	\$185	\$150	\$130	\$105	\$120			
Tasks	Total Hours	President	Creative Director	Project Director	Art Director	Programmer	Project Manager	Total Fees	Direct Costs	Project TOTAL
Public outreach plan/stakeholder interviews	54.00	24		20			10	\$ 8,640	\$ -	\$ 8,640
Electronic Communications	104.00	16		24			64	\$ 14,240	\$ 1,380	\$ 15,620
Outreach Materials (assumes quarterly activity)	56.00	12		20			24	\$ 8,100	\$ 1,380	\$ 9,480
<b>GRAND TOTAL</b>	<b>214.00</b>	<b>52.00</b>	<b>0.00</b>	<b>64.00</b>	<b>0.00</b>	<b>0.00</b>	<b>98.00</b>	<b>\$ 30,980</b>	<b>\$ 2,760</b>	<b>\$ 33,740</b>

## Approved 2017/18 Tasks

The approved tasks from the 2017/18 scope of work are outlined below for reference.

### Website

Develop and edit new wholesale-focused copy for the home page and sub-pages with timely calls to action, updates, events and/or other news. Provide design and design edits for wholesale-focused headers, graphics and/or charts.

- Assumes up to six content updates

### Events

Conduct outreach to support wholesale events through the development and distribution of e-blasts, social media content and local media calendar posts.

- Assumes up to six events per year

### Consumer Confidence Report

Work with San Juan staff and the CCR consultant to finalize design, printing, production and delivery of the annual report. This task also includes proofing and editing plus delivery coordination and distribution reporting for compliance.

### Media Relations

Conduct media relations to reach customers with wholesale news. This task includes writing, editing and distribution of up to three news releases with media follow-up, interview coordination and media coverage reporting about activities that are specifically about wholesale activities.

### Wholesale Mailer (Outreach Materials)

Develop and coordinate distribution of one direct-mail piece to update customers in the wholesale service area about capital improvement projects and other important initiatives.



*San Juan Water District's mission, and highest priority to our customers, is to take all necessary actions to ensure the delivery of a reliable water supply of the highest quality at reasonable and equitable costs. As part of accomplishing our mission, we commit to working cooperatively with others on projects of mutual public benefit to achieve the greatest possible efficiency and effectiveness. We further commit to communicate what we are doing, and why we are doing it.*

## Hear from the experts on issues important to you

Through the Speakers' Bureau, District staff shares their knowledge and expertise on a wide variety of topics. Presentations are free to those within the District's wholesale and retail service area.

### TOPICS

*Some of the most frequently requested topics are:*

#### [San Juan 101](#)

An overview of San Juan Water District including who we are, what we do and services we offer.

#### [Water Efficiency](#)

Learn how you can be water efficient around your home and your place of business. Hear about new irrigation technologies that take the guess work out of irrigation scheduling and low volume irrigation systems that use less water and are better for your landscape.

#### [Water Resources for the Future](#)

What is being done to assure that we have reliable future water supplies for our retail and wholesale customers? How does the District plan for changing conditions? This presentation includes an overview of statewide water management issues as well.

### ORGANIZATIONS

- Rotary Clubs
- Neighborhood Associations
- Chambers of Commerce
- Optimists' Clubs
- Community College Classes
- Kiwanis Clubs
- Professional Associations
- Others in the SJWD service area

### To Schedule a Speaker:

Contact Teri Grant at 916-791-6905 or email: [tgrant@sjwd.org](mailto:tgrant@sjwd.org)

Please include information about your organization, date requested, time, location (with address), and contact information for the person requesting the speaker.