

**Public Information Committee Meeting Minutes
San Juan Water District
February 13, 2024
10:00 a.m.**

Committee Members: Manuel Zamorano, Chair
Ted Costa, Member

District Staff: Paul Helliker, General Manager
Donna Silva, Director of Finance
Tony Barela, Director of Operations
Devon Barrett, Customer Service Manager
Adam Larsen, Field Services Manager
Greg Zlotnick, Water Resources Manager
Teri Grant, Board Secretary/Administrative Assistant

Members of the Public: Lori Prosio, Prosio Communications
Lindsay Pangburn, Prosio Communications
User 1

Topics: 2024 Communications Activities (W & R)
Customer Satisfaction Survey Information (R)
Other Public Information Matters
Public Comment

1. 2024 Communications Activities (W & R)

GM Helliker introduced Prosio Communications to the committee members and they spoke briefly about their background and experience in the public sector. GM Helliker explained the scope of work that was included in the contract from July 2023. He informed the committee that the 2023 activities included producing the wholesale mailer and working on the Hinkle Project communications. He reported that the 2024 activities will include another wholesale mailer and a retail Customer Satisfaction Survey.

Director Costa pointed out that the District needs to get the message out and make sure that it is understood. He confirmed that Prosio has the appropriate media contacts and wants to be sure that GM Helliker has those contacts as well. In addition, the committee wants to meet to discuss the communications strategy and outreach plans as they are developed.

Director Costa informed the committee that Citrus Heights Water District's newsletter showed that their recent rate increase was due to San Juan Water District's wholesale rate increase and it shows a \$1.60 increase when the increase due to SJWD's increase should have been just pennies, like seven cents. The committee discussed the importance of telling its story and promoting the District's high quality, low cost water production. In addition, they discussed highlighting the projects/activities that are being done to maintain the system which then provides reliable water, and that

the District should highlight the importance of the water system and should maintain an ongoing message to its customers. GM Helliker reviewed the 2018 survey results and the committee discussed the various communication avenues.

2. Customer Satisfaction Survey Information (R)

GM Helliker informed the committee that a Customer Satisfaction Survey is budgeted for this year and staff is preparing a list of questions for the survey. Director Costa suggested that the survey be completed after the District gets its communications in order. Staff will work with Pro시오 Communications on the list of questions and will review the draft questions with the committee in March along with discussing messaging and stories for 2024.

The committee discussed the survey questions and would like to make sure that the messaging has strong District points such as providing the cheapest and best quality water, having a reliable water treatment plant and system, and conducting water transfers.

3. Other Public Information Matters

Ms. Silva suggested that a graphic be created which shows the District map and call-outs for accomplishments, completed projects, and/or the progress of the projects throughout the District. She explained that customers are told about projects but there is no announcement of the progress or accomplishments that the District has achieved over the year.

GM Helliker informed the committee that the Retail Financial Plan is being worked on and will ultimately be reviewed by the Board in December. In addition, the Board will be hearing an update on cyber and facility security for the District at the February Board meeting.

4. Public Comment

There were no public comments.

The meeting adjourned at 11:07 am.