

**Public Information Committee Meeting Minutes
San Juan Water District
February 4, 2026
4:00 p.m.**

Committee Members: Mike McRae, Chair
Ted Costa, Member

District Staff: Adam Larsen, General Manager
Donna Silva, Director of Finance & Human Resources
Greg Zlotnick, Director of Water Resources & Strategic Affairs
Devon Barrett, Customer Service Manager
Teri Grant, Clerk of the Board/Executive Assistant

Members of the Public: User

Topics: Public Information Committee Charter (W & R)
Review of Annual Public Outreach (W & R)
Other Public Information Matters
Public Comment

1. Public Information Committee Charter (W & R)

GM Larsen reviewed the Committee Charter.

2. Review of Annual Public Outreach (W & R)

Mr. Devon Barrett conducted a brief presentation regarding SJWD's communication channels. A copy of the presentation will be attached to the meeting minutes. The Committee discussed the various communications methods that staff utilize. The Committee suggested that staff send bill inserts electronically to paperless customers and, if possible, start sending the wholesale mailer out electronically.

Director Costa would like staff to work with local media to get our message out and informed staff that he will reach out to Tom Philp, with the Sacramento Bee, to initiate a meeting. He provided GM Larsen with a printout of the Op-Ed piece that the Sacramento Bee ran for Jim Peifer, Regional Water Authority Executive Director.

3. Other Public Information Matters

Director McRae commented that the Board has an oversight responsibility and should focus on policy and topics, not copy-editing; however, he would like to make sure that all Board members receive materials when they are distributed to the public. The Committee would like to review printed materials when production timelines allow and then send the material out to the Board for their awareness. In addition, the Committee would like a meeting set up later this month to review topics for the next WaterGram.

The Committee would like staff to explore local options for the billing/mailed vendor that could reduce costs and improve delivery speed, as the current vendor is based in Texas. Mr. Barrett noted that the District's current vendor's database is integrated with the customer payment portal, making a switch more complex than a simple vendor change; however, he will work with Director Costa to obtain a list of local vendors.

GM Larsen mentioned PCWA's public outreach regarding meeting their board representatives and would like to do something similar. Ms. Silva and Mr. Zlotnick suggested that it be reviewed by Legal Counsel to ensure compliance with the government code.

4. Public Comment

There were no public comments.

The meeting adjourned at 5:04 pm.

San Juan Water District Public Information Committee Meeting

FEBRUARY 4, 2026



Public Information Committee Charter

- ▶ The purpose of the Public Information Committee is to discuss and make recommendations to the Board on all matters related to the District's communications planning and public outreach. The Board President may assign additional topics as needed. This committee generally meets as needed.

E-Blasts – Direct Digital Communication

- ▶ Customer Survey lists as the most effective form of communication
- ▶ Enables fast, cost-effective distribution of timely information
- ▶ Approximately 90% retail email capture, with the remainder being wholesale partners and stakeholders
- ▶ Drives customers to the District website for expanded resources
- ▶ Lead Time: Flexible
- ▶ Cost: Staff and Consultant time

Wholesale Mailers – Stand-Alone Printed Communications

- ▶ Provides targeted communication to wholesale stakeholders
- ▶ Only method to reach all Wholesale customers
- ▶ Lead Time: About 2 months from start to delivery
- ▶ Costs: \$30k with production and mailing

WaterGrams – Retail Billing Inserts

- ▶ Delivered directly with retail bills, providing consistent and reliable customer reach to Retail rate payers
- ▶ Serves as a foundational component of the District's outreach strategy
- ▶ Customer Survey lists as 2nd most effective form of communication
- ▶ Produced every two months, alternating two sizes: 14" x 8.5" and 3.5" x 8.5"
- ▶ Lead Time: One month prior to Cycle 1 Billing and 2 months before Cycle 2 Billing.
- ▶ Cost: \$4K for printing and consultant

Social Media – Community Engagement

- ▶ Shares real-time updates, event promotions, and conservation messaging
- ▶ Connects with digitally engaged audiences
- ▶ Low engagement
- ▶ Lead time: Flexible
- ▶ Cost: Staff and Consultant time

Bill Messages

- ▶ Printed directly on retail bills
- ▶ Delivers concise messages within a 500-character format
- ▶ Likely to be missed by customers
- ▶ Effective way to communicate non-urgent messages
- ▶ Lead Time: Similar to WaterGrams but much less prep time
- ▶ Cost: Staff time

Website Messaging

- ▶ Serves as the District's primary source for comprehensive and in-depth information
- ▶ Provides customers with 24/7 access to programs, services, alerts, and resources
- ▶ Average around 36K clicks per month
- ▶ Lead Time: Flexible
- ▶ Cost: Staff time

Questions...

