

**SUPPLEMENTAL BACKUP MATERIALS
JUNE 4, 2020 REGULAR MEETING OF THE
BOARD OF DIRECTORS
SAN LORENZO VALLEY WATER DISTRICT**

**SUPPLEMENTAL BACKUP MATERIALS FOR AGENDA ITEM NO. 5.E
PUBLIC RELATIONS PRESENTATION**

Discussion and possible action by the Board regarding a presentation by Chatterbox.

The following information was not available at the time of the agenda posting:

1. CHATTERBOX PRESENTATION
2. MARKETING OVERVIEW
3. SURVEY RESULTS EXECUTIVE SUMMARY
4. CONSUMER SURVEY - SURVEY MONKEY



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presents

Customer Survey Results

For

San Lorenzo Valley

Water District

Survey Goals

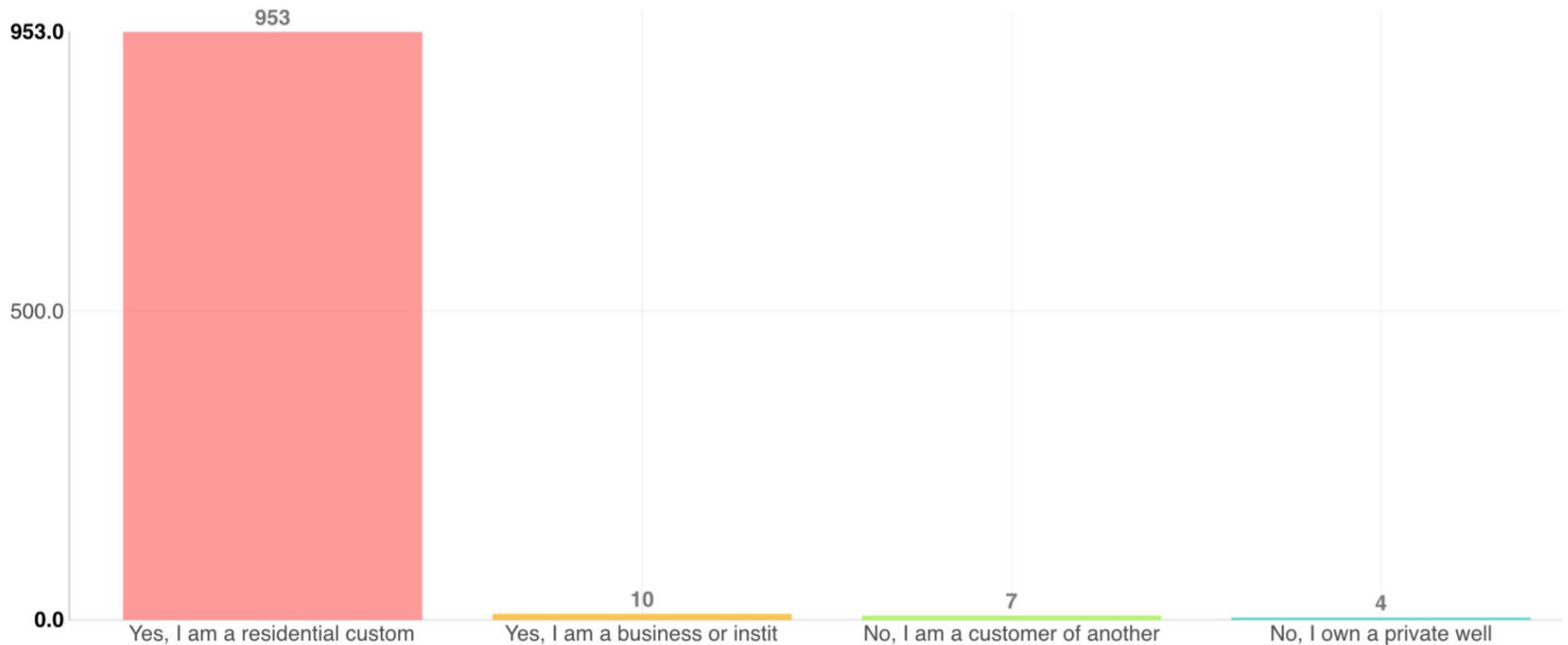
Chatterbox Public relations conducted a survey on behalf of San Lorenzo Valley Water District to discover:

- **Public perception of the district**
- **Strengths and weaknesses**
- **Key stakeholders**
- **Demographics**
- **Consumer confidence**
- **Customers preferred method of communication**

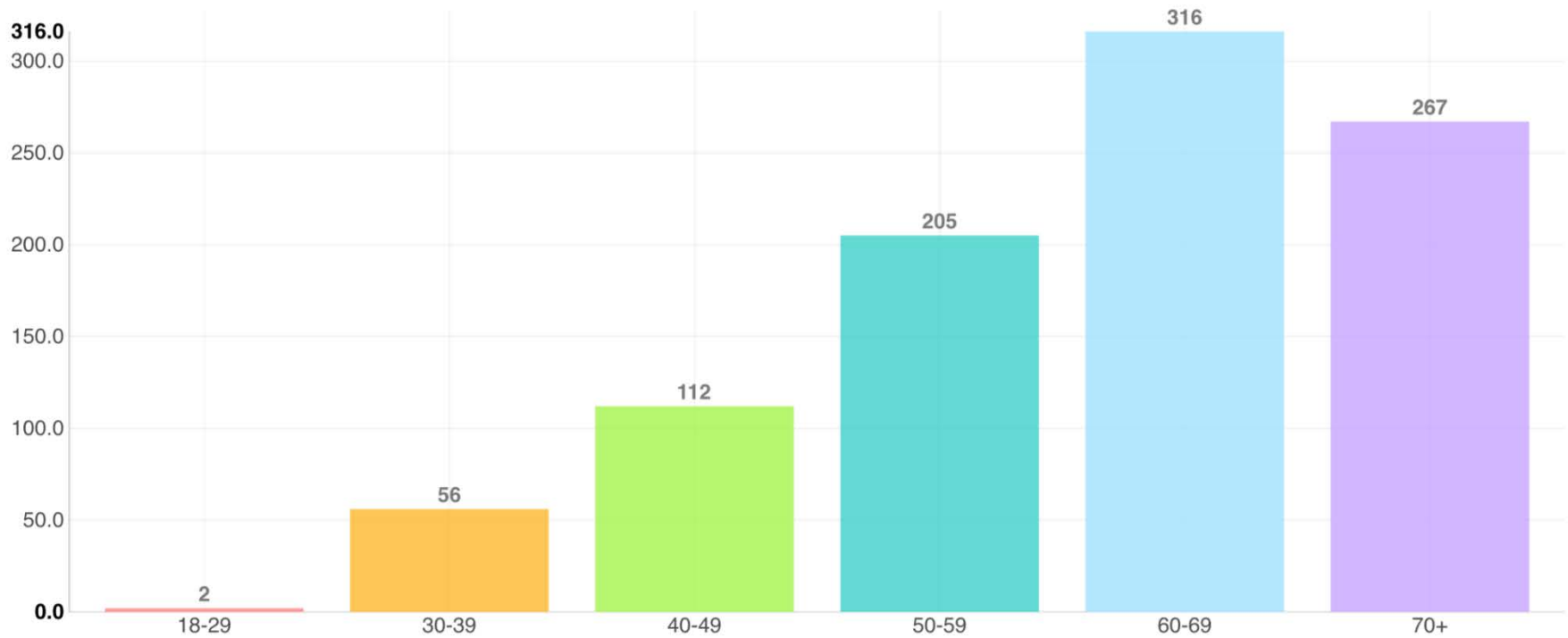
Raw data is provided as an excel format in addition to this presentation.



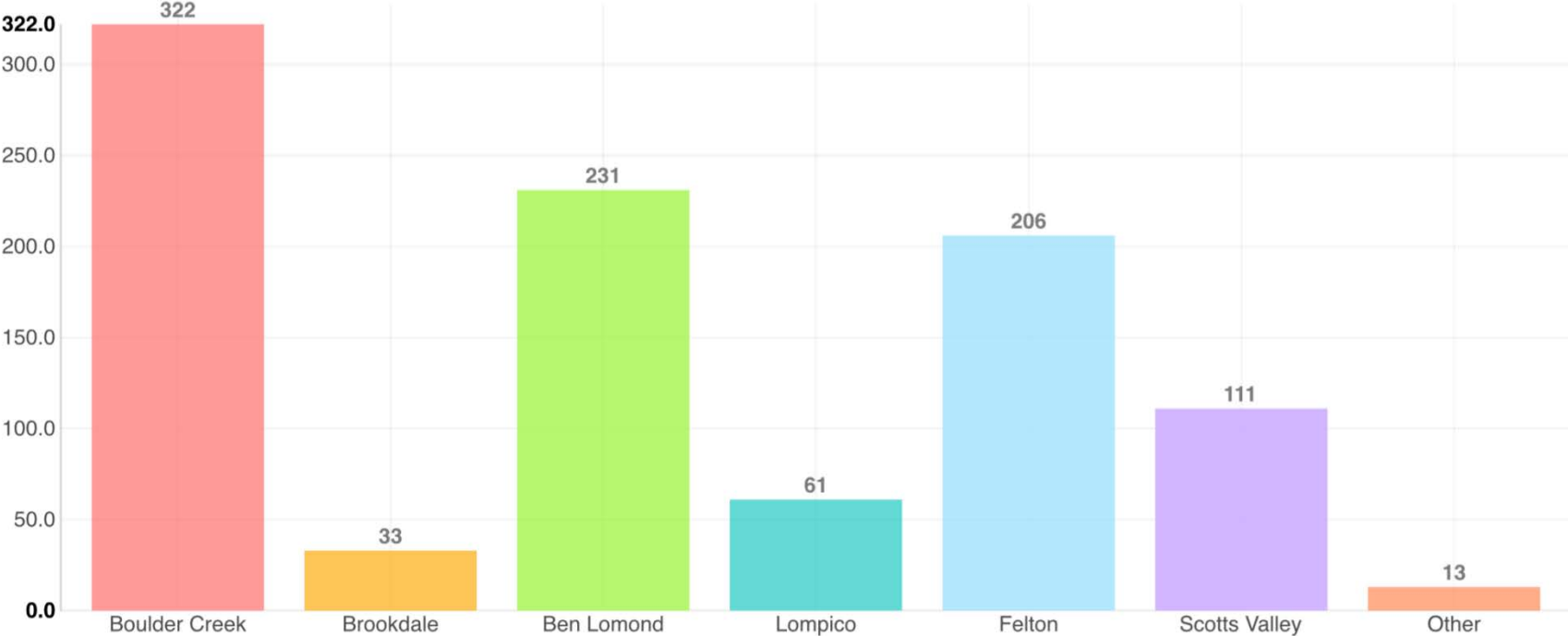
Are You A Customer Of SLVWD?



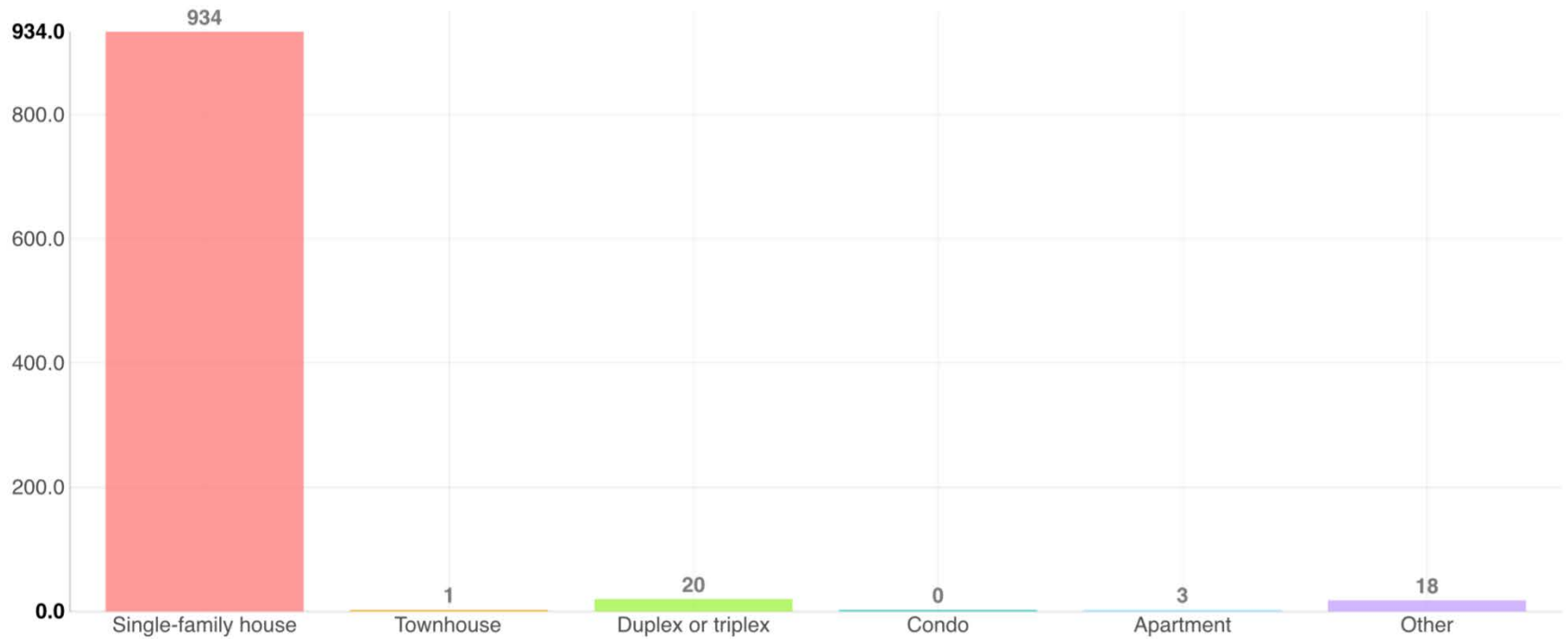
Age Demographics



Customer Locations By Town



Type Of Dwelling



Customer Overall Satisfaction

Answer

Very Satisfied

Satisfied

Neutral

Dissatisfied

Very Dissatisfied

Count

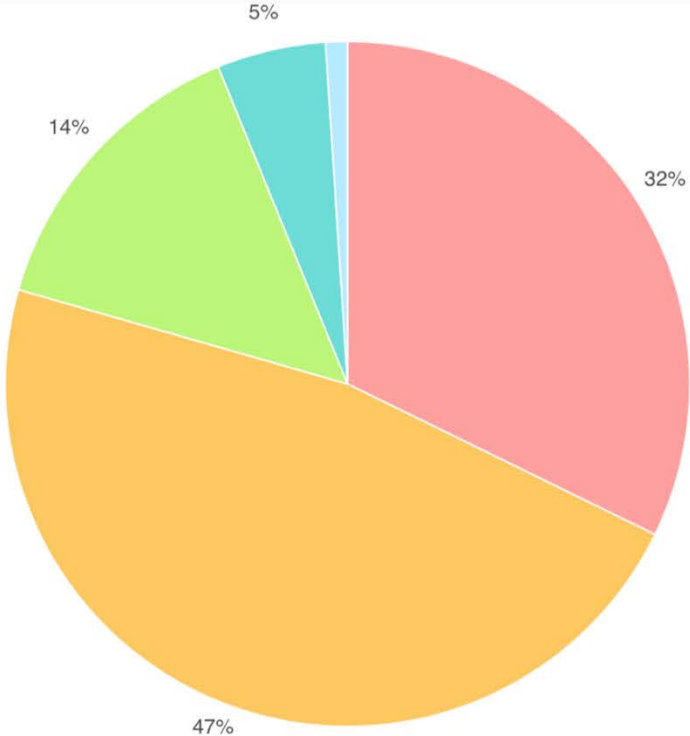
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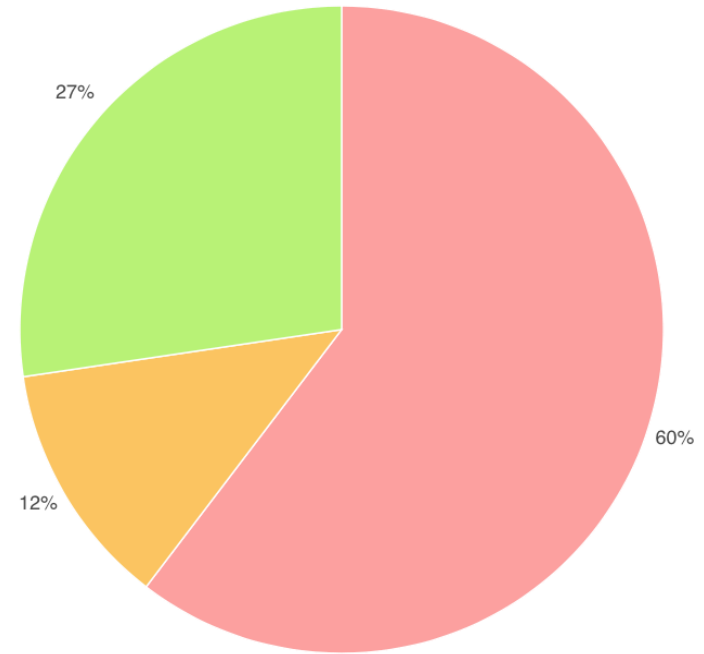
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Preferred Communication Format

Answer	Count
● Electronically/By Email	590
● Mail	120
● Both	267

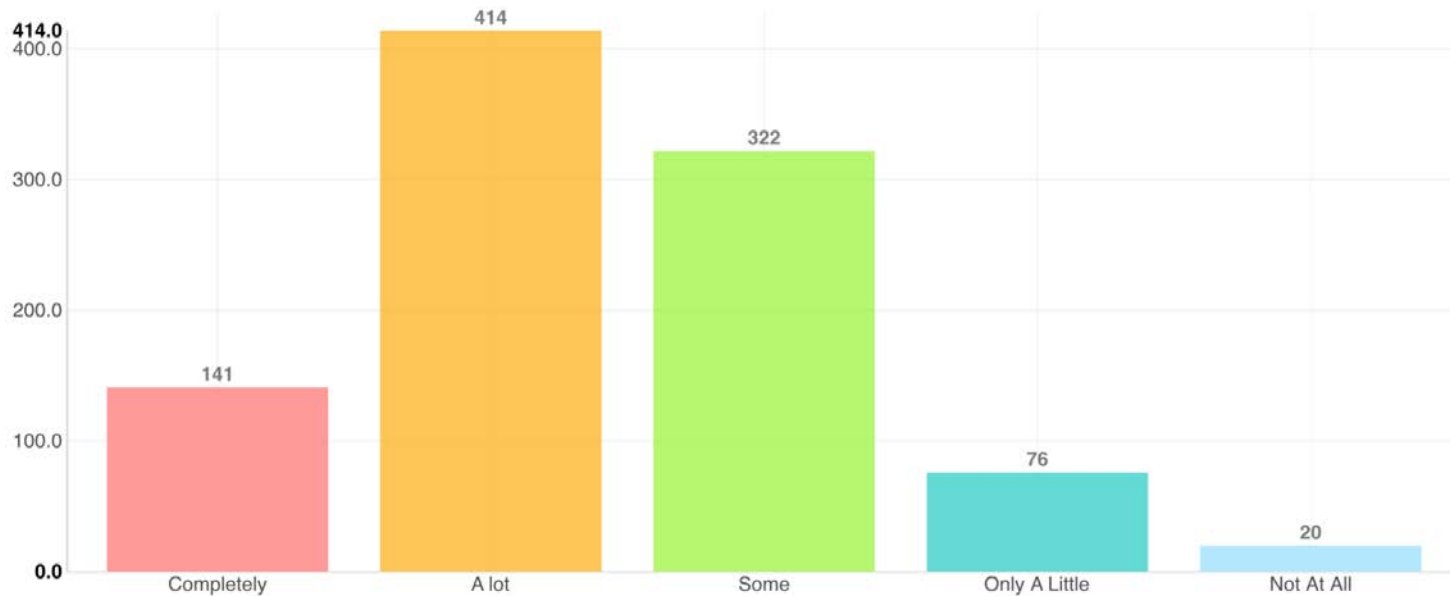


**60% of customers would prefer to receive communications via Email and
27% of customers want to receive communications via both Email and Post**



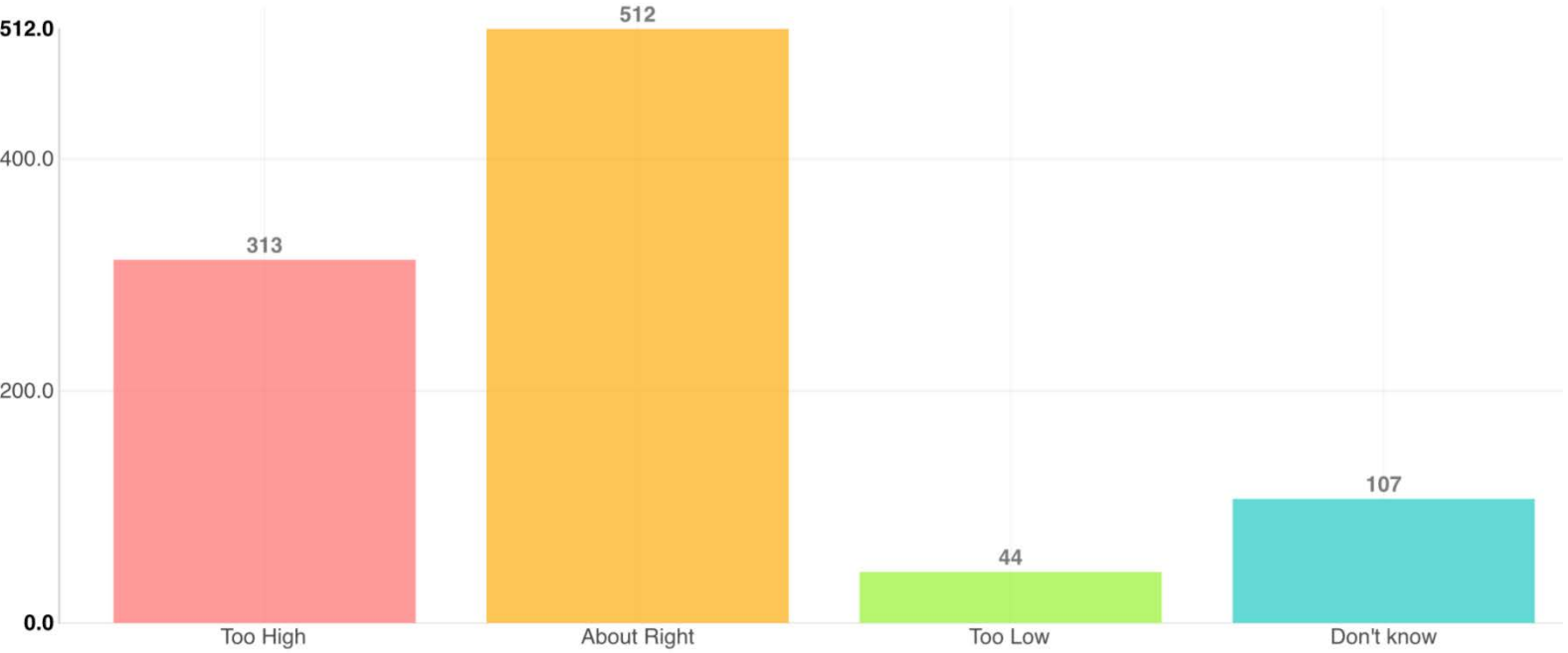
Trust Perception

How Much Do You Trust SLVWD To Find A Responsible Solution To The Water Supply Issues Facing Our Area?



Cost Perception

An average water customer pays approximately \$80/month which is less than two cents per gallon of water. Do you feel that this cost is:



To Summarize

The results for overwhelmingly positive although the findings showed:

- **32% of customers are very satisfied overall**
- **47% of customers are satisfied overall**
- **Stakeholders would like to receive information more timely**
- **Stakeholders would like to receive information on regular basis in ways that are easily accessed such as**
 - **Social media**
 - **87 % of customers would like information E-blasts/Enewsletters**
 - **27% of customers would like both print updates and E-blasts/Enewsletters**
 - **News/Media (which would be achieved through local media via press releases and public relations outreach).**
 - **Updates and community news through speaking engagements and participation in community events.**



To Summarize Contd.

- **98% of survey respondents are SLVWD residential customers**
- **96% live in a single-family house and 93% own their homes**
- **52% of all customers feel the amount they pay for water is “about right”**
- **60% of customers would prefer to receive communications via Email and**
- **27% of customers want to receive communications via both Email and Post**

The majority of customers are satisfied with their service and would benefit from regular communications via email, social media with intermittent (quarterly) mailed newsletters.



Next Steps

Chatterbox PR will be using the data from this survey to assist with the development of a marketing plan. The plan will include:

- 1. Public Relations/Media Outreach**
- 2. Social Media (Facebook, Instagram, Next Door)**
- 3. Enewsletters**
- 4. Content Calendar**
- 5. And more**

Messaging will primarily focus on the construction and capital improvement programs.



Thank You For Your Time

Thank You





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San Lorenzo Valley Water District

Marketing Overview



San Lorenzo Valley Water District Overall Marketing Campaign Elements

1. Press Releases
 - a. Monthly
 - b. 12 Per Year
2. Media Round Tables
 - a. Seasonally
 - b. 4 Per Year
3. Enewsletter
 - a. Monthly
 - b. 12 Per Year
 - c. Content Calendar
 - i. March: Fix a leak Week: Leak detection results and gallons saved by the district & groundwater Awareness
 - ii. April: CCR
 - iii. May: 2020 Water supply Outlook & Online Billing
 - iv. July: Reminder of hot months to conserve water
 - v. August: Fire
 - vi. September: Infrastructure construction and completed projects update
4. Social Media
 - a. Facebook 5 – 7 times per week
 - b. Instagram 2 – 3 times per week
 - c. Twitter connected to Facebook



d. Next Door Weekly Update

5. Membership Organizations

- a. Reach out quarterly with a personal note and update
- b. Need to join the Chambers

6. Billing Inserts

- 2 sided 8.5x11
- May: 2019 Water supply Outlook & Online Billing
- June: None
- July: None
- August: None
- September: Infrastructure construction and completed projects update
- October: None

7. Post Cards

- a. Seasonal
- b. 4 per year
- Focus on infrastructure (send to specific project areas)
 - Possible options Lompico Tanks, Swim Tank (Redwood Park), or Fall Creek Fish Ladder

8. Advertising:

- 1 Conservation Ad to be running full time in Press Banner, Mountain Bulletin all summer
- Chatterbox to develop ad schedule including digital ads



9. Event Schedule

- Connecting the Drops (usually held in February - usually even years)
- State of the San Lorenzo TBA (March)
- Touch a Truck – April 26th (cancelled 2020)
- Groundwater Awareness Week 3/11 - 3/17 (Social media blast - bill stuffers (??))
- Felton Farmers Market (3rd Tuesday of month - on going May-Oct)
- Fix a Leak Week, 3/19-3/25 (Social media blast or bill stuffers)
- Earth Day 4/22
- Water Awareness Month (May)
- Our Water Works Workbooks Presentations TBA (2021?)
- Redwood Mountain Faire 6/2-6/3 (Conservation booth) (cancelled 2020)
- 20th Annual Environmental Town Hall (November)

10. Event Marketing

a. All events should begin marketing 4 – 6 weeks prior to the event

i. Marketing will include:

1. Press Release
2. Calendar Listing
3. Website
4. Social Media Event
5. Social Media Posts
6. Next Door
7. Chambers
8. Membership Organizations
9. Eblasts (as appropriate)
10. Paid Ads (as appropriate)

11. Digital Ads (as appropriate)

11. Potential Town Hall Meetings/Workshops

a. Topics to Include

- i. Marijuana vs. water
- ii. Salmon/endangered species in SLV
- iii. Permitting relating to endangered species in SLV
- iv. General education on operations of SLVWD
- v. Groundwater basic
- vi. Sustainable water supply/conjunctive use
- vii. Water – housing nexus
- viii. Can our water system support community growth?
- ix. Fire safety
- x. Prescribed burns (why would we use prescribed burns on District lands?)
- xi. How fire could affect the District's operations and systems.
- xii. Maintaining private roads
- xiii. Workshop on current rebate offerings TBA (set date to coincide with new rebate releases/updates July)
- xiv. Slow it, Spread it, Sink it workshop TBA (Possibly work with RCD?)
- xv. Olympia Watershed Update TBA (social media, press release, or tour)

b. All events should begin marketing 4 – 6 weeks prior to the event

- i. Marketing will include:
 1. Press Release
 2. Calendar Listing
 3. Website
 4. Social Media Event



5. Social Media Posts
6. Next Door
7. Chambers
8. Membership Organizations
9. Eblasts (as appropriate)
10. Paid Ads (as appropriate)
11. Digital Ads (as appropriate)

12. Website Updates

- a. Ongoing

13. Graphic Design Tools

- a. Rack Card
- b. Yard Signs
- c. Swag
 - i. Calendar Magnets
 - ii. Bumper Stickers
 - iii. Logoed Pens
 - iv. Magnet Note Pads



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ACTIVITIES	DESCRIPTION	TIMELINE	METHODS	REQUIRED BY STATE
Groundwater Education	SMGA workshops	Cancelled	Nextdoor post, FB posts, workshop staffing.	Yes, required by state through SMGA
Classes & Workshops	Monterey Bay Friendly Landscaping classes, Green Gardener, turf removal workshops.	Cancelled	eNewspaper ads, FB posts, and newsletter article	No, but helps meet DMM;9.2.1 Schools and Public Education
Groundwater Awareness Week	Awareness of local groundwater	3/11-3/17	Social media postings	
State of the San Lorenzo	Multi agency workshop on SLR	2/29/2020	Social media advertising & staff booth	
Volunteer Broom Pull	Organize broom pull lead by District on OLY property.	April - June	FB posts, emails to volunteer list, nextdoor posts	No, but helps meet DMM;9.2.1 Schools and Public Education
Earth Day	Multi agency outreach day for Earth Day	4/18/2020	Staff has booth with informational materials, water conservation devices, and District news	
Touch a Truck	Well attended event in which agencies bring trucks for children to learn about.	4/26/2020	Staff to provide a truck or other vehicle for outreach along with booth supplying District info.	

Outreach Highway Banners	Determine message from District for 2020 for HWY banners	May	highway vinyl banners	
Water Supply Outlook 2020	Update customers on District's water supply outlook and remove Stage 2; update Water Shortage Ordinance	May	Posts on social media and a newsletter. Bill inserts	
Felton Farmers Market	Local table outreach in Felton every 3 Tuesday of the month	May - October	Staff has booth with informational materials, water conservation devices, and District news	
Water Awareness Month	Bring attention to water resources and infrastructure	May	Enewsletter & social media postings	
Conservation Outreach	System specific outreach. Groundwater/SMGWA Outreach; Lompico tank replacement supply shortage; Construction on Lyon Pipeline;	05/2020-10/2020	Mailer to South customers, FB Post, Outreach Table	Yes, Meets 9.1.4 DMM – Public Information Programs
Redwood Mountain Faire	Local event that SLVWD supplies water booth.	6/1-6/2	Provide water and water conservation information for event	
CCR: Annual Water Quality Reports	Report created in-house and advertising done by District	4/20/2019	Nextdoor, FB, enewsletter, and posted to website.	Yes, state mandated



Fire Preparation	<i>Outreach through e newsletter</i>	August	eNewsletter article, Facebook post	No
Conjunctive Use Water Sustainability Plan	Upon completion of Fish Assessment Summer 2019; possible workshop, and outreach efforts.	Fall 2020	eNewsletter article, Facebook post	Yes, funding requires public outreach
Fall Creek Fish Ladder	Upon completion	Oct-20	eNewsletter article, Facebook post	
CIP Update	Update customers on completed and implements CIPs for 2019 - design in-house	September	Mailer, and shared on social media	
20th Annual Environmental Town Hall	Overview of the SLV environmental politics and happenings for 2019	November (specific date TBD)	Staff has booth with informational materials, water conservation devices, and District news	
Watershed Education Grants	<i>Suspended in 2019</i>	December	Mass Email, Newspaper article, Social media	No, but helps meet DMM;9.2.1 Schools and Public Education
Project Area Specific Outreach	Send updates on projects to customer's affected.	Project Dependent	Mailer, and shared on social media	
Newspaper ads for CIPs, flushings, events, and conservation	Ads in local papers for conservation and District projects	Project Dependent	Printed ads in local newspapers	



Tours	Kirby treatment plant, fish ladder, watershed	TBD	Emails to local teachers & schools. If public focused posting on social media websites.	No, but helps meet DMM;9.2.1 Schools and Public Education
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San Lorenzo Valley Water District

Survey Results Executive Summary



SLVWD Survey Results Executive Summary **Presented by Chatterbox PR**

Chatterbox Public relations conducted a survey on behalf of San Lorenzo Valley Water District to discover the public perception of the district as well as strengths and weaknesses, key stakeholders, demographics, areas to increase public reception of information and most importantly the communities preferred method of communication.

The methodology used to collect this information was an online survey through a platform already utilized for by the water district called Survey Legend. We received nearly 1000 responses. We also conducted phone interviews and email exchanges for those who preferred that method of communication. There was also an ad placed in the paper driving the community to participate.

The results for overwhelmingly positive although the findings showed:

- **32% of customers are very satisfied overall**
- **47% of customers are satisfied overall**
- **Stakeholders would like to receive information more timely**
- **Stakeholders would like to receive information on regular basis in ways that are easily accessed such as**
 - **Social media**
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participation in community events.

- **98% of survey respondents are SLVWD residential customers**
- **96% live in a single-family house and 93% own their homes**
- **52% of all customers feel the amount they pay for water is “about right”**
- **60% of customers would prefer to receive communications via Email and**
- **27% of customers want to receive communications via both Email and Post**

In the attached documents and PowerPoint we've outlined a recommended outreach schedule to address the results of the survey. This would be done through multifaceted approach including social media, outreach, regular public relations outreach, monthly press releases, grassroots community relations, local events to consider participating in, speaking engagement opportunities, monthly newsletters, quarterly print newsletters and more.

Market positioning and public relations in today's competitive world are more important than ever. Throughout this campaign proposed by Chatterbox Public Relations, San Lorenzo Valley Water District can increase visibility and elevate public perception through strategic marketing outreach. This includes:

- Defining Your Brand Statement
- Defining Stakeholders
- Auditing Collateral for Brand Consistency
- Streamline Website For Brand Consistency
- Public Relations
- Social Media
- Community Marketing
- E-Newsletters



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- Print Newsletters

The following research and recommendations clearly outlines how to accomplish this as well as incorporates a timeline for a step-by-step approach. A high quality, consistent campaign will help communicate San Lorenzo Valley Water District's value and credibility to the right markets. Couple that with opportunities to tell the company story, and San Lorenzo Valley Water District stands in a position to be able to better illustrate its uniqueness within the marketplace as well as gain a positive perception both nationally and locally. Chatterbox Public Relations keeps a company's message relevant and in front of the audience you want to speak to.



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San Lorenzo Valley Water District

Consumer Survey For Survey Monkey



SLVWD Consumer Survey For Survey Monkey

1. Please rate your overall satisfaction with the San Lorenzo Water District.

- Very Satisfied
- Satisfied
- Neutral
- Dissatisfied
- Very Dissatisfied
- Don't Know
- No Answer

2. Which of these District Services are most important to you? Please rank the services below with 1 being the most important and 10 being the least important.

- Provides high-quality and safe water

0	1	2	3	4	5	6	7	8	9	10
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- Provides uninterrupted water service

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Manages and plans water supply sustainably:

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Provides water and service that are a good value



0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Helps customers to conserve water

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Maintain open public access to information

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Partners with other water districts and well users

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Communicates effectively with customers

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Stewardship & protection of the watershed

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

- Continuing to maintain and update the infrastructure of the water system

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

Emergency

preparedness

0	1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	---	----

3. In your opinion, how well does the District do each of the following

- Provides uninterrupted water service:
 - Excellent Good Fair Poor Don't Know/No Answer
- Provides high-quality and safe water:
 - Excellent Good Fair Poor Don't Know/No Answer



- Provides excellent customer service:
 - Excellent Good Fair Poor Don't Know/No Answer
- Communicates effectively with customers:
 - Excellent Good Fair Poor Don't Know/No Answer
- Helps customers to conserve water:
 - Excellent Good Fair Poor Don't Know/No Answer
- Provides water and service that are a good value:
 - Excellent Good Fair Poor Don't Know/No Answer
- Maintain open public access to information:
 - Excellent Good Fair Poor Don't Know/No Answer
- Manages and plans water supply sustainably:
 - Excellent Good Fair Poor Don't Know/No Answer
- Partners with other water districts and well users: Excellent
 - Good Fair Poor Don't Know/No Answer
- Stewardship & protection of the watershed
 - Excellent Good Fair Poor Don't Know/No Answer
- Continuing to maintain and update the infrastructure of the water system
 - Excellent Good Fair Poor Don't Know/No Answer

Emergency preparedness

Excellent Good Fair Poor Don't Know/No Answer

4. Here is a list of ways that our customers may receive information about the District. Please tell us how often you rely on each one for information.

- Inserts enclosed with my bill:
 - Often Sometimes Seldom Never
- Quarterly newsletter from the District:



- Often Sometimes Seldom Never
- Email updates from the District:
 - Often Sometimes Seldom Never
- Letters mailed to my home or business:
 - Often Sometimes Seldom Never
- Newspaper/media articles:
 - Often Sometimes Seldom Never
- The District website:
 - Often Sometimes Seldom Never
- Friends:
 - Often Sometimes Seldom Never
- Local television news:
 - Often Sometimes Seldom Never
- Visits or calls to the District:
 - Often Sometimes Seldom Never
- Local radio news:
 - Often Sometimes Seldom Never
- Organization (e.g., HOA or Rotary Club):
 - Often Sometimes Seldom Never
- Social media (Facebook and Twitter):
 - Often Sometimes Seldom Never
- Other

5. Which of the items from question #4 do you find most useful for communication?

- Please fill in the blank _____



6. How often do you use social media for your source of up to date information from San Lorenzo Valley Water District?
 - Great deal
 - Some
 - Only a little
 - Not at all
 - Don't Know/No Answer

7. Would you prefer to receive information from San Lorenzo Valley Water District in the following format?
 - Electronically/By Email
 - Mail
 - Both

8. How much do you trust the San Lorenzo Water District when it comes to finding a responsible solution to the water supply issues facing our area?
 - Great deal
 - Some
 - Only a little
 - Not at all
 - Don't Know/No Answer

9. Is there anything else you would like us to know on the topic of customer satisfaction and communication? (open-ended)

10. Do you feel that your water bill is:



- Too high
- Too low
- About right
- Don't know / No answer

11. An average water customer pays approximately \$80/month which is less than two cents per gallon of water. Do you feel that this cost is:

- Too high
- Too low
- About right
- Don't Know / No Answer

12. Is there anything else you would like us to know on the topic of water rates and pricing?
(open-ended question)

13. Are you a customer of San Lorenzo Water District?

- Yes, I am a residential customer
- Yes, I am a business or institutional customer
- No, I am a customer of another water agency
- No, I own a private well

14. Do you own or rent your home?

- Own
- Rent



15. Which of the following best describes your home?

- Single-family house
- Townhouse
- Duplex or triplex
- Condo
- Apartment
- Don't know / No answer

16.. What is your age?

- Under
- 18-29
- 30-39
- 40-49
- 50-59
- 60-69 1
- 70+
- Don't know / No answer

18. In which town do you live in?

- Boulder Creek
- Brookdale
- Ben Lomond
- Lompico
- Felton
- Scotts Valley
- Other