



CALAVERAS COUNTY WATER DISTRICT PUBLIC RELATIONS COMMITTEE MEETING

OUR MISSION

Protect, enhance, and develop Calaveras County's water resources and watersheds to provide safe, reliable, and cost-effective services to our communities.

2021-2026 Strategic Plan, adopted April 28, 2021, can be viewed at this [link](#)

Regular Board Meeting
Tuesday, February 14, 2023
2:00 p.m.

Calaveras County Water District
120 Toma Court
San Andreas, California 95249

Board Chambers are open to the public and the following alternative is available to members of the public who wish to participate in the meeting virtually:

Microsoft Teams meeting

Join on your computer, mobile app or room device

[Click here to join the meeting](#)

Meeting ID: 249 455 626 757

Passcode: 584rm7

Or call in (audio only)

[+1 323-647-8603,,653012687#](#) United States

Phone Conference ID: 653 012 687#

In compliance with the Americans with Disabilities Act, if you need special assistance to participate in this meeting, please contact the Administration Office at 209-754-3028. Notification in advance of the meeting will enable CCWD to make reasonable arrangements to ensure accessibility to this meeting. Any documents that are made available to the Board before or at the meeting, not privileged or otherwise protected from disclosure, and related to agenda items, will be made available at CCWD for review by the public.

ORDER OF BUSINESS

CALL TO ORDER / PLEDGE OF ALLEGIANCE

1. **ROLL CALL**

2. **PUBLIC COMMENT**

COMMITTEE MEMBERS

Director Underhill, Chair

Russ Thomas, Director

3. NEW BUSINESS

3a Discussion regarding the Scope and Objectives of the External Relations Committee
(Michael Minkler, General Manager)

3b* Discussion regarding the Rate Study Public Outreach Strategy
(Michael Minkler, General Manager)

3c* External Affairs Update
(Michael Minkler, General Manager)

3d* Customer Service Update
(Kelly Richards, Customer Service Supervisor)

4.* GENERAL MANAGER COMMENTS

5.* DIRECTOR COMMENTS OR FUTURE AGENDA ITEMS

6. NEXT COMMITTEE MEETING

6a Discussion regarding the regular schedule for the External Relations Committee

7. ADJOURNMENT

Agenda Item

DATE: February 14, 2023
TO: External Relations Committee
FROM: Michael Minkler, General Manager
SUBJECT: Discussion regarding the Scope of the External Relations Committee

SUMMARY:

President Ratterman added the External Relations Committee for 2023.

Generally, President Ratterman outlined the purposes of this committee to include enhancement of public outreach and customer relations efforts. The committee will also focus on CCWD's relationships with relevant outside agencies, utilities, and industry or community organizations.

This discussion item is intended to provide the committee members an opportunity to discuss their objectives for the new committee.

Consistent with CCWD's 2021-2026+ CCWD Strategic Plan, this new Committee supports the following objectives:

CE-02 Improve communications with customers through the following: a. Seeking to understand the customer point of view to improve District service.

CE-03 Implement strategies to get customer input (e.g., customer surveys) to inquire about experiences, obtain feedback, understand priorities, and learn preferred communication modes.

CE-04 Engage customers and educate on District's achievements through local venues and outreach.

CE-05 Connect with our County residents and businesses by engaging with them regularly at local events, press releases, news stations, and communications that highlight how the District is serving them.

FR-08 Communicate the District's fiscal obligations and accountability to our customers through transparency and effective public outreach.

OI-07 Communicate on the District's operational efforts to effectively deliver water and wastewater services.

PI-05 Protect, develop, and extend the District's water rights including, but not limited to, the specific objectives below to ensure countywide water reliability and resilience. c. Work with partners in the agricultural community to ensure their water needs are met. e. Extend potable water service to underserved and underrepresented areas. f. Work collaboratively with other water rights holders to protect our collective interests.

PI-09 Continue to implement water conservation initiatives such as customer outreach, leak detection, and infrastructure replacement.

PI-12 Educate and engage our communities about the District's commitment to healthy watersheds and forests.

PP-01 Develop and execute a Communication Plan that supports the District's outreach to internal and external partners and reflects our shared values and mission.

PP-02 Engage and facilitate partnerships to best utilize the District's assets and promote the District's legislative positions.

PP-03 Create a recognizable presence in the County through thought leadership and rebranding.

PP-04 Continue to develop relationships with local, regional, state, and federal partners to manage our District's risk and leverage our assets.

PP-05 Closely monitor and engage in any relevant policy developments that affect the District.

PP-06 Continue to partner with other organizations and water agencies on grant opportunities and policy advocacy.

PP-07 Increase District recognition and expand partnerships' engagement through community events and outreach opportunities.