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Public Outreach and Communication Plan 2017 - 2020

North Tahoe Public Utility District

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2017-2020 NTPUD Strategic Plan

Adopted June 13, 2017

Mission Statement: The mission of the North Tahoe Public Utility District is to be effective environmental stewards through the provision of efficient, safe and accountable water and sewer service; and to provide, promote and support local and regional recreation and event facilities and activities for residents and visitors that enhance the well-being of our community.

Vision Statement: The vision for the North Tahoe Public Utility District is that we will provide the highest quality water and sewer systems, efficiently and economically managing for future demands, and that we will provide outstanding recreational facilities and services that are responsive to our community, while fostering positive long-term relationships with employees, customers, suppliers and partner agencies.

Our Leadership Core Values:

Public and environmental safety - at the highest level

Open Communications - be open to all points of view

Customer Service Excellence - provide exemplary customer service, and meet or exceed our customers' expectations

Transparency and Honesty - be fair, straightforward and factual

Public Trust - be committed to earning this every day

Protecting the Environment - be good stewards of what we have been given

Innovation and Creative Solutions - contribute and be receptive to new ideas

Cooperation - efficiencies come from collaboration and teamwork

Accountability - be responsible, deliberate, accurate and clear

Fiscal Stewardship - exercise careful watch over public funds

Public Outreach Vision Statement

Adopted May 9, 2017

The NTPUD is a transparent, trusted organization who serves an informed, engaged and supportive public who knows:

- Who the District is, and who we aren't
- What we do, and what we don't do, for the District resident and visitor
- Where their money is going/coming
- Understands how they can contribute to the District's success

2017-2018 Priorities

Priority: A strong community outreach campaign to inform voters of....	Key District Reports, Plans, Themes, Messages or Vision that support the priority	Examples of Outreach, Key Tasks or Projects to Support Priority (More can be found beginning on pg 4)
Park and Recreation Services and Offerings	Recommendation from SCI Parks Make Life Better Promote District P&R Services and Offerings Put together our story TAMBA Bike Trail Recreation Commission	Website, Social Media, Newsletters, Map, Park News, Talking Points, Groups/Collaboration Park News Park focused branding Resident Benefit Program New Customer Packet
District Financial Transparency	Strategic Plan Focus on data collection throughout year to support grants and outreach	District Finance Information Page Financial Dashboards (Survey Board for 5 they want to see) District Transparency Certificate (Strategic Plan 3.9) New Sewer/Water Bill North Tahoe Event Center potential lease agreement outreach
The District's strong accountability and oversight of funds, the solid foundational and forward planning done by the District	Shared services statement/info with TCPUD Strategic Plan CIP's Utilization of Master Plans	Emergency Response Planning and Preparation Public Outreach/Communication Plan (SP 6.2) NTPUD/TCPUD Shared Services Messaging Information related to capital projects, implement project signs Kings Beach Grid and other capital project detailed information. Social Media Policies Metrics and Measurement Development Board Room and Lobby Information Displays

Introduction

This plan is provided as a guiding document of the priorities and key tasks that need to be undertaken in the coming years to bring the District's Public Outreach program closer to the Public Outreach Vision that was adopted by the Board of Director's in 2017. This plan also supports the District's Mission, Vision and Core Values.

In addition to addressing the priorities, this plan also documents the public outreach tools available to the District to communicate with various audiences or to utilize every day or in an emergency. In addition, opportunities for outreach, key messages that have been part of the District are also included and should be reviewed regularly to be sure they are being supported.

Note that this documented is updated as new information or communication opportunities become available.

Target Audience

The District's focus is communication to our customers, residents and property owners. This includes guests and customers of businesses in our District and those visiting District facilities.

Public Outreach Priorities

2017-2018 Priorities

These priorities were recommendations from SCI, following their analysis of the Parks Needs Assessment Survey completed in Fall 2016. The key recommendations from their presentation of survey results were:

- A strong community outreach campaign to inform voters of Park and Recreation services and offerings
- A strong community outreach campaign to inform voters of District financial transparency
- A strong community outreach campaign to inform voters of the District's strong accountability and oversight of funds, the solid foundational and forward planning.

A more detailed explanation of the tasks that support these priorities follow in the Key Tasks Section.

In addition to the priorities identified above for this fiscal year, there ongoing public information/outreach projects and campaigns the District is involved in that are part of our mission or ongoing projects that need to stay active, e.g. Water Conservation, Kings Beach Grid Waterline Relocation Outreach, Water Quality, Fats Oils and Greases, Wipes Clog Pipes, shared services messaging with Tahoe City Public Utility District, etc. that support the Public Outreach Vision Statement as well as contributed to the health and well-being of our system that also must be supported throughout the year.

Tasks and Project that Support 2017-2018 Priorities

- 1) **Continue to work to Increase Awareness of Parks and Recreation Information and Offerings:** Continue to focus on improving Parks and Recreation information and offering by continuing outreach projects such as website improvements, social media, and other outreach that raises the awareness of District park and facilities. This could include: Facility Reservation Information, Resident Benefit Program, Park Supporter Program, Friends of the Park, Youth Trust Fund, etc.
- 2) **Emergency Response Planning from Public Outreach Perspective:** Preparation of District Emergency Response from a public outreach perspective. Continue to build following as a source of accurate information on social media and in our email lists, work with

Operations on publicizing “Call Us First” messaging. Coordinate with engineering and operations to develop communication protocols for various levels of sewer overflows and water emergency repairs. Work with Engineering and Operations to ensure that regional JIC documentation and MOU’s for mutual aid for public outreach are included in this documentation. (Fall Training Exercise) Update base press releases and other public outreach related chapters and information currently in the Sanitary Sewer Overflow document as well as the National Avenue Water Treatment Plant O&M Manual. Participate in the updating of the Emergency Response Plan to be sure a public outreach element is included. As part of this begin working on a handbook for District staff and Board members related to public outreach response in an emergency; e.g. how to write a press release, tools available, helpful hints on talking to the media.

- 3) **Complete: Completion of Public Information/Communication Plan** – (NTPUD Strategic Plan 6.2)
- 4) **Social Media Policies:** Development of social media policies for Board adoption. Also web privacy policy.
- 5) **On hold until new CFO is hired per GM 10/2017 District Financial Primer:** Develop easy to understand and transparent information on how District finances are structured that includes quantitative information showing things like: Cost of service, delivery, operations and maintenance for water and sewer; what sewer, water, parks really costs with property tax and TTSA fees; Where does our money go? Pie Chart and Maybe a one page explanation for overall and for each enterprise fund; The District IS good stewards of the public’s money, we just need to take the time to provide examples that show how: working on reducing costs by looking for cheaper places.

Public Outreach Committee is also discussing development of a monthly “dashboard” that would essentially be a quick glance at the front of our monthly reports. That will take longer to put together and will also need to be done with the CFO

- 6) **On hold until new CFO is hired per GM 10/2017 New Water/Sewer Bill:** Development of new water/sewer bill for customers that aligns with the terminology that we use in discussing our rates, as well as what is used in our ordinances, budget, etc. With the Springbrook update this opportunity presented itself and District staff have identified a significant number of improvements that could be made that will make it easier to read and understand.
- 7) **NTPUD/TCPUD Shared Services** Messaging Coordination and Community Outreach: Coordinate with TCPUD on messaging regarding current status of relationship and how the Districts will be working together to improve customer service and/or reduce costs for their customers.
- 8) **Special District Leadership Foundation Transparency** Certificate – (NTPUD Strategic Plan 3.9)
- 9) **Metrics and measurements** as goals for District customer engagement. (Suggestions: NTPUD Social Media to 525 Likes, NTRP to 1800 Likes, TVRA to 450 likes. Increase email list to 500 subscribers.
- 10) **Lease signed 10/5/17: Possible North Tahoe Event Center Public-Private Partnership:** Work with Board and staff on public outreach related to the possible North Tahoe Event Center Public-Private partnership.
- 11) **Board room/lobby informational display:** Mission, Vision, Core Values, Board Member head shots, District map and other information that might be relevant to customers.

12) Other ongoing messaging and projects: Water conservation, Kings Beach Grid Water Service Relocations, FOG, Wipes Clog Pipes

Current and Future Key Tasks and Messages (Parking Lot)

Tasks and messages listed below have been identified as something that is important to the District or something that we may want to take on later. Essentially this is a parking lot or “capital” list of ideas for public outreach, or topics, tasks and messages that may be taken on in the future. Some of these items may be addressed via the normal course of business or in reacting to other needs.

Special District Leadership Foundation District of Distinction Certificate – Level TBD. Need to complete Transparency Certificate before we can move to this.

Stakeholder Surveys

Develop customer survey that aligns with our Mission, Vision and Core Values to determine a baseline so that we can measure improvements that have been made. This kind of baseline information is important to improve service delivery to our customers and allow us to determine our goals and then if we’ve met them. It might be worth considering putting a survey on an annual or bi-annual rotation to track this over time.

After completion of the survey a review and retooling of this Plan may be required.

Internal Messaging and Communication Improvements:

Create talking points and important information for key issues/projects that can be shared with Board and staff that clearly communicates District messages and information. Key issues/projects will be determined by Board and General Manager. See Operations and Engineering and Recreation and Parks Topics and Information Coordination.

Review internal communications with our employees, Board and Commission so that they have the tools to be ambassadors for the District. All should be encouraged to interact and share our emails and social media posts. Constituents receiving information that was sent to them by “trusted” contacts at the District is a great way to build community support.

Public Outreach at District Via Staff and at our own Facilities

- Improve Displays at Front Counter
Create Water Conservation Display with items available for pick up and brochures
Label and organize brochures for easy restocking
Create FOG/Wipes Clog Pipes Display with pictures, items available for pick up and brochures
Parks information needs to be more clear.
We should have talking points that the CSR’s can talk to people about if they are just chatting.
- Ask Customer Service Reps to track Frequently Asked Questions to improve website
- Ask Customer Service Reps to track number/reasons people 1) Come In 2) Call. Plans/Eng Questions, Pay Bills, Resident’s Sticker,
- Determine best way to increase Customer Service Reps knowledge of websites, items available for pick up and reasons we are making them available, water conservation, Resident’s Benefit program, Email sign up program, Waterline projects if they live on the affected streets,
- Create orientation program for those working at the boat launches, park gate, etc. with customer service information as well as making sure they know about our organizations and engage with customers; offer maps, make sure they know about things, if they are residents make sure they know about our Local’s Sticker. Allow them to be able to sell season passes at the gate.
- ~~New and updated “New Customer” packets. Include Parks, Water Conservation and other information.~~

- ~~Display Boards at all District Parks Facility for District Information. Completed October 2017~~
- A Frame Signage – Pre-printed regarding Water Outage, Signage during events, Water Conservation signage to put at various neighborhoods. Explanation from Ops of how these are used so we can explain to customers and put on our website. This will also be a part of the Emergency Response Pon
- Operations communication regarding water outages, work they are doing that will close roads, etc.
- Future Rate Increase Messaging Plan (Water/Sewer): Strategize messaging and talking about why this is important. 1) Rates have not gone up for X long. While comparatively inflation in that time period has gone up X; 2) Costs have gone up for operating and capital projects.; 3) Federal/State mandates continue to increase costs; 4) District has reduced our costs by (include examples) which has enabled us to put off rate increases for this long. 5) Comparison of our rates to others vs. when their increases have been.
- Start a discussion to determine how to coordinate customer data (emails, mailing addresses, etc.) across various Depts and platforms. There should be one master list that works for all departments and needs. This will be key in moving forward with coordinated communication with customers.

Determine Interesting District-wide Metrics and Measurements To Use in Public Outreach

This will allow the District to provide factual and quantitative information in our outreach and also could be used for grants and if we ever decide to put together an annual report.

How much we underwrite AYSO, Little League, etc.

How much our various facilities cost to maintain?

How much in rental fees each facility brings in?

Boat Launch details: How many boats? Residents vs. Non-Residents? Number of passes sold?

Number of phone calls and what they are asking about

Develop email marketing metrics, e.g. more than 50% of our customers receiving our information via email.

Determine social media metrics, e.g. more than 50% of our customers following us on social media.

Determine web metrics, e.g. increased number of web visitors, how much time visitors spend on the site.

More than X% of our customer picking up their Resident Benefit stickers and know/understand the benefits and what it's for.

Reduce the number of phone calls to District Office – Make our website and customer interaction more user

Residents/Customers can identify District logo, approximate boundaries and what we do.

Residents/customers can identify 3 amenities within the North Tahoe Regional Park

District Branding Projects:

- Consider redesign of NTPUD websites. It is no longer a “modern” site and needs a complete redo.
- Logo updates throughout the District: pump stations and other facilities, trucks, vehicles and anything else to our current logo.
- ~~New Customer Packet: Magnet with District Info, Storm drain information, Drink Tahoe Tab, Rx Drug Drop-off Box, Sewer Care, Water Conservation. Complete Oct 2017~~
- New Resident Benefit Packet
- Newsletter rebranding including review/revision of current timetable and delivery methods
- Consider creation of an annual report to report our successes of past year.
- Creation of a “who are we” one page document with info on our various funds/responsibility, financial snap shot, etc.
- Created a more understandable explanation of our budget/financing for our customers.
- Annual Report or State of the District event?
- Look at a Water/Sewer “School” Idea to engage the public: Do we have the staff and budget to support regular tours?
- Creation of “Our Story”: District History, enterprise funding, Who we are? What do we do?

- Review Needs Assessment comments in detail and utilize that information to formulate messaging and outreach materials that addresses those questions or statements.
- Creation of water station program for those utilizing District facilities to identify District as the water purveyor for this area.
- Utilize CSDA “District’s Make a Difference” messaging to support District efforts.
- Define Social media program – Advertising plan, contests, tools used, etc.
- Create photo inventory for social media, advertising, newsletters, etc. (Need Summer Professional Photos)
- Create customer service and public information training for boat launch and parking attendants.

Current and Future Key Tasks and Messages - Operations and Engineering Focus

Engage with Operations and Engineering to get more information out about their projects, what they’ve accomplished and how it benefits residents/the system, etc. to show people their money is being used wisely. Figure out a process to be advised of water outages or ongoing work being done in certain areas so that we can notify residents. Letters and correspondence going to the public should be reviewed by PIO to make sure that it adheres with District branding and messaging goals, or to see if there is an opportunity to include that information into the correspondence.

Ongoing information from Engineering and Operations on projects, ongoing maintenance plans, making sure we notify residents and social media when we have water outages will go a long way toward building relationships with our customers and having the District be the source for accurate information.

Water Conservation Program (Plan Attached)

- Updated program for 2017 based on State Regs and shift to creating a culture and philosophy of conservation focused on meeting 20% by 2020 goals.
- Meter Show and Tell (this is what it is, what it does, how it works)
- Create signage for Demonstration Garden at Base Facilities

Kings Beach Waterline Replacement Projects and Water Service Relocation (Plan Attached)

- See written plan

Water Consumer Confidence Report (CCR)

Water Quality Messaging

- Contract with SWEP for school education as part of UWMP. Annual meetings with group prior to Trashion Shows. How often do we want to give things away?

Drink Tahoe Tap

- Creation of program for Mobile Water Station to increase awareness of the District as the local water provider

Water Turn Off on the Customer Side – Do we check this on plans when people submit them? Is this an important message we should incorporate?

Sewer Care - FOG/Wipes Clog Pipes/No Sump Pumps into the Sewer

- Continue regional outreach program with all our TTSA Partners
- Collaborative messaging plan on KTKE and other local media.
- Sent out mailing to businesses (Nov 2015)

- Plan ongoing outreach program
- District needs and messaging?
- With a person that could mine data, targeted letters could go out to areas when there are plugs.
- Where are we going with FOG? Are we really going to do the grease interceptor loans? How does that fit in with Public Information? Always been solely handled by Engineering/Suzi.
- Sump Pump Messaging

Sewer Emergency? Call Us First Messaging

Current and Future Key Tasks and Message - Recreation and Parks Focus

- Annual review of Parks Reservations forms and Website with CSR's and Park staff
- Figure out how to improve communication regarding trail grooming to address complaints received.
- Maps Distribution – Annual distribution of packet for Hotels, Motels, Management Companies, Vacation Rental companies and even those that VRBO/AirBnB their homes (if public information per Placer Cty)
- Resident's Benefit informational campaign – Art Contest when we need to do new stickers to engage community.
- Future concession contracts must include marketing expectations for our concessionaires.
- Friends of the Park Fund – Goals/Plan? What are we going to do with it? (Donation Book? Annual Membership? Leverage TTCF Relationship?) Review process, mission, projects, policies. Put together marketing plan and a “book” of donation possibilities, trees, benches, water fountains, even opportunities to maybe “sponsor” kids to attend camps. Do we want to do memberships? Is there a way to better utilize the relationship with TTCF?
- Signage Project – Include QR codes?
- How did Parks begin and how did we get where we are? How it's funded. Where does our money go?
- Maintenance costs – Need to determine the info/data we should try and pull from Lucity. What facilities cost the most? Which cost the least? Compare to most utilized?
- Outreach support for Recreation and Parks Commission projects

Create Program for Ongoing outreach related to Parks focused on our resident/property owners needs.

- Pickleball/Tennis – Another program?
- Llewellyn Scout Camp – Outreach to local scout and other youth groups
- Community Garden – Work with Commission on events and advertising/outreach
- CFD – What it is and what does it fund? Short sheet on this.
- Resident's Benefits and Parks Supporter Program – Can we make it easier for our non-full time residents to get their sticker? Can we sell Park parking passes at the entrance to the Parks?
- Youth Trust Fund – Determine what we want to do with this program going forward.
- Program and Events should be planned long enough in place to have a marketing plan in place and then we need to be able to continue to put out information about them as the event continues.
- Anytime we are sponsoring an event, tournament, sports program, etc. we should be putting up a sponsorship banner at the event or series. How is PIO notified?
- Leverage “Parks Make Life Better” program for the District in July. Social media contest.
- Is there an opportunity to put together “parks packages” with some of our concessionaires and local vendors and/or lodging properties?

Appendix of Tools and Resources

This appendix was put together to document the many tools and resources, including events that the District can participate in, that allow us to get the District’s messaging out to the public. Determining the priorities each year should be done with the Department Heads so that can be sure that staff are available to participate.

This appendix can and will be utilized in the event of an emergency as a quick reference guide to the many ways we can communicate with our residents.

Master Calendar of Annual Events, Programs and Projects

Staff and Public Outreach Committee will annually recommend key events the District participates in each year to the Board.

[Appendix\Public Outreach Calendar.xlsx](#)

January		Review Parks Policies and Procedures for Summer
February		Start Prep for Tahoe Bike Challenge
March	1st Saturday	Pancake Breakfast
	1st Saturday	Dress Up Your Dog
		TTUSD Career Day
		Summer Seasonal Recruitment Begins (Parks and Ops)
April		Earth Day
		Prep CCR Postcard
		Summer Jobs
May		Summer Water Messaging
		Boat Launch Opening (if going to happen)
		Parks Make Life Better Month in July (plan)
		Snapshot Day (TWSA)
June	1st Saturday	Community Clean Up Day
	By end of June	Mail CCR Postcard
	June 1 - 14	Tahoe Bike Challenge
		Fire Awareness Month
		Green Waste Drop Off
		NLTRA Summer Recreation Luncheon
July		Notification about Election/Candidate Declaration
		Parks Make Life Better Month
		Music On the Beach Sponsorship
		3 July 3rd Fireworks
August		National Water Quality Month
September		Mike Davis Ball Tournament
		Resident Stickers - Do we need new for next year? Art Contest for new stickers
October		Winter Preparation
November		
December		NLTRA Winter Recreation Luncheon

NTBA Membership Event Participation – As a Premier Member the District is able to table and hand out information at various NTBA events, e.g. Clean Up Day, July 3rd, Music on the Beach.

Annual Open House or Other District Hosted Event such as Sewer/Water Facility Tours

Create Groundbreaking and/or Ribbon Cutting Event for Important Capital Projects that will finish in each year.

- Plan with Engineering/Ops and Parks events they plan to finish each year.
- Create go to list of Guest List to be used for these events.

Earth Day

Do we participate or not? What is the purpose of our participation? Budget for things to give away?

NTPUD Pancake Breakfast

This is a great opportunity to connect with residents in our community. We should plan in advance and curate the information and who is going to talk to people. Maybe the Board should “man the booth” and circulate in the room talk to people about what has been happening at the Board meetings and what is going on in the District.

Homeowners Association Meetings

Put a program in place to offer annual presentations or information. We have the start of a mailing list, but it needs to be a District-wide effort to keep it updated and a variety of managers would need to be involved in the presentations.

[Appendix\NTPUD HOA List.xlsx](#)

First Tuesday Breakfast Club/Rotary

Plan annual update presentation?

Career Day

Do we participate in this or not?

Music on the Beach Sponsorship

Attendance at this is a priority for the Board of Directors. Determine how/who will be in attendance at the District’s sponsored music night in addition to PIO.

Social Media Calendar

The following calendar was created to be shared internally and departments can provide information.

June	6/14/2017	6/15/2017	6/16/2017	6/17/2017	6/18/2017	6/19/2017	6/20/2017	6/21/2017	6/22/2017	6/23/2017	6/24/2017	6/25/2017	6/26/2017	6/27/2017
Campaign Name														
Email Blast		Green Waste Reminder												
FB: NTPUD		Placer Cty Mg 6/20	Sewer Bypass			TVRA 7 Days/wk			Best Tap Water	TVRA 7Days/Week		Conserve Water		
FB: TVRA		Boat Launch 7 Days/Wk		Picnic Table Reservations	Fun Facts		TVRA Dead Trees	Shelby Show			Shelby Car Show		TVRA Hours	
FB: NTRP			LAX Tourney	Reno Rams Game						River City Baseball			National Geo/SN Geotourism	No Fireworks
FB: NTEC														
Twitter														
Instagram														
NextDoor		Green Waste												
Events/Other							Placer Cty KB Meeting				Angora Fire 10Yr			
Campaign Name	6/28/2017	6/29/2017	6/30/2017	7/1/2017	7/2/2017	7/3/2017	7/4/2017	7/5/2017	7/6/2017	7/7/2017	7/8/2017	7/9/2017	7/10/2017	7/11/2017
Email Blast									Community Garden					
FB: NTPUD	MOTB	CCR	No Fireworks			July 3rd Deck Party	July 4th		Community Garden	MOTB	CCR	Email Updates		Tahoe Fund Weeks
FB: TVRA	Shorezone Plan		SN Geotourism	Boat CA Quiz	TVRA Hours		Run to the Beach		Community Garden	Discovery Kingdom	Tahoe Adv Company	USGS Water Level		TRCD Weeds
FB: NTRP		MOTB Tomorrow	How does our Park Make Life	Run to the Beach	No Fireworks	NTBA Fireworks	July 4th		Community Garden	Discovery Kingdom	Tall Timber/Solano	TreeTop Adventures		
FB: NTEC														
Twitter														
Instagram								Beach/Marina Pics						
NextDoor														
Events/Other							Run to the							

Current District Public Information Tools and Resources

1. NTPUD Websites

3 websites were developed for the District based on the stakeholders that would utilize them. All the websites have been around since 2009 and really needs to be revamped to be modernized with a newer “look” etc.

North Tahoe Public Utility District

The District website designed to represent the governmental entity as a whole with the intended user being District residents, property owners, and developers. It is designed to be a repository of information for these stakeholders to do business with the District or find out information about how we do business, our finances, etc.

The homepage was not designed to be a “bulletin board” style, the left bar was designed for “Quick Notes” if this is a desired direction, we should plan a redesign.

North Tahoe Parks – northtahoeparks.com

A website designed with a focus on residents and visitors that wish to recreate and take advantage of the Parks and facilities that are within our District without having to dig through our “government” page. A resource of information for those staying in our District which is why properties owned by other entities are included to provide residents, homeowners and tourists specific information about the beaches and Parks in our District and the amenities they offer.

North Tahoe Event Center – northtahoeevents.com

The North Tahoe Event Center site was created specifically to market the NTEC. It is meant to match the branding of the NTEC because the purpose is to market to those outside the area and bring them here to get married, have an event or attend some kind of event.

2. Press Releases

With the implementation of the District’s ENewsletter, press releases should only be used for announcements or issues that are newsworthy at a regional importance level.

- Announce Special Events and Meetings
- Advertise District Park Facilities and Programs
- District or Regional Emergency Information
- Water Conservation (during declared drought)

3. **Customer Newsletters (Updated October 2017)**

Printed News

With the implementation of the District's E-Newsletter it is suggested that printed newsletters move to approximately two (2) times per year in our utility bills.

E-Newsletter

The District's E-Newsletter was launched in October 2017 and will be sent monthly following the Board meeting. The Newsletter will highlight actions taken at the Board meeting, upcoming maintenance and capital projects, park and recreation information, and other information that can be taken from the Board packet or that is provided by Dept Heads.

4. **Social Media**

Facebook - Consider combination of NTRP and TVRA pages and if we can find a name that distinguishes them as NTPUD related information and not just general information.

North Tahoe Public Utility District – Used for distribution of “business” information related to the District including care and feeding of our systems, agenda, etc.

Tahoe Vista Recreation Area – Information about TVRA including launch ramp status.

North Tahoe Regional Park – Information about NTRP

North Tahoe Event Center – Sales and Marketing of NTEC.

Instagram

NorthTahoeParks

Twitter

NorthTahoePUD

Periscope

NorthTahoePUD

NextDoor

North Tahoe Public Utility District

5. **Hash Tags**

District Hash Tag:

#NTPUD – Anything related to NTPUD

#NorthTahoeParks – Parks information or activities

NLTRA

#Tahoe North

#MyTahoeAdventure

#HighNotesTahoe (for music related events)

NTBA

#KBTahoe #MusicOnTheBeach2017 #NTBAevents #BringYourOwn

Moonshine Ink

#KeepTahoeSmart – Topics that inform residents about projects, programs, agencies, etc.

6. **Email Marketing**

Mail Chimp with Distribution Groups for various interests. Rather than SPAM people with everything, we wanted to allow them to choose the information they wanted to receive to hopefully avoid their unsubscribing because they were getting too much information they didn't want/need.

- **Press Releases/E-Newsletter** - Receive all press releases and E-Newsletters put out by the North Tahoe Public Utility District.
- **Community and Special Event Notifications** - Provide information on events going on in the area. These could include District events, non-District events that could impact our residents, special workshops or events taking place within the District or outside the District if they could be of interest to our residents and visitors.
- **Board Agendas and Packets** - Receive notification when Board agendas and packets for Board meetings are available on the website.
- **Recreation and Parks Commission Agendas and Packets** - Receive notification when Recreation and Parks Commission agendas and packets for Commission meetings are available on the website.
- **Parks and Recreation** - Receive emails about NTPUD parks and recreation programs and events.
- **Board Committee Agendas** - Receive a copy of agenda for the Recreation and Parks Committee, Personnel Committee, Development and Planning Committee, Finance Committee and ad hoc Public Outreach Committee
- **NTPUD Newsletter** - Receive a copy of the NTPUD newsletter that is sent with utility bills.

The District has other options for email blasts via other Group's email lists.

7. **Posters**

Distribution of posters for special events. Allows others to help with distribution.

8. **Radio**

- Current KTKE Contract includes 1 rotating PSA at a time.

9. **AFrame Signage - District Information/Display Boards**

Determine District policy direction for use.

- 1) Children's Sled Hill
- 2) Water Emergency
- 3) Sewer Emergency
- 4) Water Flushing (Maintenance)
- 5) Sewer Cleaning (Maintenance)

10. **Sierra Sun – New Policy as of July 2017**

If you submitted a news tip, press release or other story idea we will review and will be in touch within three business days if we are able to include the story in our coverage plans.

If you are submitting a column, letter to the editor or other opinion piece, we will review and be in touch within three business days if we will include the story in our plans. For opinion pieces the first priority goes to opinions in regard to local issues and topics, other opinions may run depending on general reader interest on the topic.

We strive to include as much content as we can that would be of interest to our readers.

Here are some general rules and policies regarding submissions:

Letters to the editor, columns and other submissions are published at the discretion of the editor. We reserve the right to edit content for space, accuracy and content. Submissions must include the author's name, hometown and phone number (for verification of authorship). Letters are limited to 300 words and guest columns are limited to 750 words. Press releases and other news submissions should be written in AP style.

Unfortunately, because of the volume of submissions, we cannot accommodate all requests. If we do not respond within three business days, please conclude we will not be able to use the material.

Photo submissions must be 10" wide and at least 200 DPI.

"My Turn"

Word limit for My Turn columns is 700; deadline to be considered for Wednesday papers is noon Fridays; and for Friday papers, is noon on Mondays. Submit columns as attached word documents. The Sierra Sun will publish columns as space is available (meaning it may hold an issue or two depending on where it stands in line, versus space).

Non-District Public Information Resources and Information

1. Outside Email Lists for Pay

NTBA – E-News (\$60/blast). This has been very successful when used in the past and they have a large email list.

NLTRA/Chamber – A variety of different lists are available that you can pay to get messages out.

2. Boys and Girls Club of North Lake Tahoe

The BGCNLT puts out a regular newsletter with a community column that can be utilized for District information and outreach on specific issues.

Coordination on public outreach with the Club should also be explored.

3. Calendars

In addition to the District's online calendars that need to be maintained, listed below are other community calendars that the District should considering utilizing for public events that are put on by the District.

Moonshine Ink TAP Calendar. Add any future events at www.moonshineink.com/tap.

North Lake Tahoe Resort Association

North Tahoe Business Association

Sierra Sun

Tahoe Weekly

Others?

4. Banner Frame at Coon Street/Hwy 28

To make reservations to put banners up at that location. Contact California State Parks. 530-583-3074

5. Postal Patron Mailings

These can be used for mailings to those with POB inside the District but this has to be done in conjunction with our billing mailing list out of Springbrook.

If we are trying to reach “everyone” we will take the mailing list from Springbrook and remove all the zip codes in our District and send to the remaining and do postal patron within the District so all POB get the information.

96140 – 800

96143 – 200

96148 – 450

6. Banners on Highway 28 through Kings Beach

7. Print Advertising Options

North Lake Tahoe Resort Association Visitor’s Guides (Winter and Summer)

70,000 copies to Visitor’s Centers and Lodging properties in the region (2015)

8. North Tahoe Business Association Membership Benefits

NTBA Online Business Directory listing(s) including logo, 60-word description and category listing(s) (\$300 value)

- Opportunity to include up to two events and/or offers on NTBA online calendar of events (\$150 value)**
- Opportunity to contribute unlimited blog posts on NTBA homepage (\$25 value)
- Opportunity to host an NTBA mixer with NTBA assistance in marketing the event (\$50 value)**
- Business mentioned on NTBA Facebook page, upon joining and additionally as time/space allows (\$50 value)
- Opportunity to participate in collaborative programs such as Shop Local, Holiday Promotions, Co-Op Marketing Initiatives, Local Forge packaging for tourism-related businesses), and more. (\$100 value)**
- Business name listing in one NTBA General Enewsletter (\$50 value)
- Business name listing in one NTBA Member-Only Enewsletter (\$25 value)
- One member news article in NTBA tri-weekly General Enewsletter, upon joining (\$75 value)
- Discounts on local Advertising (\$125 value)
- Ability to Utilize Exclusive NTBA Marketing Channels for a fee (\$100 value)
- **New** Opportunity to participate in NTBA Networking & Referral Group (\$250 value)
- ** New** Free 30-minute Marketing Consultation with Milena Regos – schedule appointment at 775-771-6863 or milena@milenaregos.com (\$250 value)
- Discounts on Local Advertising (\$125 value)** For more information click here
- Access to Business Resources and information on local and regional issues and opportunities (\$20 value)
- Recognition as community involved, supportive, and contributor to improve the greater good of the community
- Your business included as “Featured Business” on all NTBA website pages for up to one week (\$400 value)
- Up to two additional member news articles in NTBA tri-weekly General Enewsletter* (\$225 value)**
- Recognized as renewing member with business logo and link in NTBA tri-weekly General Enewsletter (\$75 value)
- Presence at one NTBA event: Clean Up Day, Music on the Beach, July 3rd Fireworks & Beach Party; upon approval (\$250 value)**
- One complimentary marketing session or website analysis – schedule appointment 707-246-3646 or jim@peakbusinesscoaching.com (\$300 value)
- Collateral Distribution at NTBA Information Counter (\$150 value)

9. CSDA Movers and Shakers

Share information on District programs or employee moves. charlotte@csda.net

Information Packets for Various Audiences

Resident Benefit and Parks Support Packets (Completed)

Stickers

Resident Benefit Brochure

Map

Parks News

New Customer Packets (In Process)

Intro Letter

Financial Information

Resident Benefit Information

Water Conservation Information

Spring Hotel/Motel Visitor Information/Support Packets

Intro Letter

Parks

FOG Containers

Container

4 Bags

NTPUD FOG Brochure

Fat Free Sewers Brochure from WEF

Information and Supplies Provided at Events for Community Interaction

Clean Up Day 6/3 Information Distribution

Benefit of NTBA Membership Level

- 1) Water Conservation Brochure
- 2) Some Water Conservation Kits
- 3) FOG Containers
- 4) KB Grid Waterline Information
- 5) mPower Information
- 6) Park News
- 7) Parks Map
- 8) Email Sign Up

June 20 Placer County Kings Beach Open House Information

- 1) Water Conservation Brochure
- 2) Some Water Conservation Kits
- 3) KB Grid Waterline Information
- 4) mPower Information
- 5) Park News
- 6) Parks Map
- 7) Resident Stickers to hand out/Book
- 8) Resident Sticker Brochures

- 9) Assignment of Benefit Forms
- 10) Email Collection/Sign Up
- 11) FOG Containers/Bags
- 12) District Grocery Bags

June 14 Summer Recreation Luncheon

- 1) Stump Speech
- 2) Park News/Park Map (Turn in before – June 9)

mPower Seminar – 6/7 & 8/16

- 1) Large KB Grid Map (w Engineering long term map on the back)
- 2) Water Conservation Info/Supplies
- 3) Email Sign Up

July 14 Music on the Beach Sponsorship Night

- 1) Water Conservation Brochure
- 2) Water Conservation Kits
- 3) KB Grid Waterline Information
- 4) mPower & Bank/Funding Information
- 5) Park News & Maps
- 6) Resident Stickers to hand out/Book
- 7) Resident Sticker Brochures
- 8) Assignment of Benefit Forms
- 9) Email Collection/Sign Up
- 10) FOG Containers/Bags
- 11) District Grocery Bags

New Ideas:

- Game to match logo/agency to what they do.

Annual Website Posting Requirements

1) Annual Compensation Report Posting (Info from Labor Attorney):

Dan asked me to look into the required public posting of salaries and benefits for the District. The statutes (Gov't Code secs. 53891, 53892(l)) are vague: The annual compensation of a local agency's elected officials, officers, and employees in accordance with reporting instructions developed by the Controller pursuant to Section 53891 in consultation with affected local agencies. This subdivision shall not apply to a federal officer or employee serving in an official federal capacity in a local agency.

However, here is a link to the FAQs published by the California State Controller last year and some related information: http://www.sco.ca.gov/ard_locinstr_gcc_reporting_spdists.html. You can see prior information that special districts have posted here: <http://publicpay.ca.gov/Reports/SpecialDistricts/SpecialDistricts.aspx>. The reporting is by position, not by name of the employee, but does include wages, retirement and health costs, department, etc.

- 2) **SB272** – Catalog of computer systems collecting customer information
- 3) **Review for Section 508 Compliance** – Online ADA Compliance

- 4) **AB2257** – Most recent agenda posted directly to home page, must be retrievable, downloadable, indexable and electronically searchable (2019)
- 5) **Financial Transaction report** – (Does this apply to us?)

Poster Distribution Spots and Information Drop Off Points

[Appendix\Poster and Information Distribution Points 071117.docx](#)

Poster Hanging

Kings Beach/Tahoe Vista

Tahoe Liquor
APizza Bella
Java Hut
7-11
Laundromat
Acupuncture Place
Spindleshanks/Golf Course
North Tahoe Regional Park - Restrooms
Tahoe Bike and Ski
NTBA Offices
Jason's
North Tahoe Event Center – Restrooms, bulletin board, window
Kings Café
Safeway
Rite-Aid (Will put in back for employees)
Caliente
Placer County Offices (Next to Old PO)
KB and TV Post Offices
Tahoe Central Market
Ace Hardware

Carnelian Bay

7-11
CB's
Laundromat
Post Offices
Placer County Offices (All their entrances!)
Old PO
Carnelian Rentals

Banner Hanging Spots

Coon Street (See State Banner Policy)
Tahoe Vista Recreation Area
North Tahoe Regional Park

Hotel, Motel, Vacation Rental, Concierge (Information Distribution)

Inn at Incline
Hyatt Regency Lake Tahoe
Incline Village/Crystal Bay Visitor's Bureau

Redemption Sports
Village Ski Loft
Tahoe Biltmore
Borderhouse
The Ferrari Crown Motel
Carnelian Bay Rentals
Edgewood Beach Club
Franciscan Lodge
Red Wolf Lodge
Tonopalo
Mourelatos Lakeshore Resort
Firelite Lodge
Tahoe Sands
Tahoe Mountain Resorts
Northstar Property Rental
North Lake Tahoe Resort Association (Kings Beach and Tahoe City Locations)
Incline Village Chamber of Commerce
Holiday House
Cedar Glen Lodge
Natural Retreats (Under Probation Office)
Chinquapin

Recreation Providers, Local Restaurants and Other Businesses

North Tahoe Watersports
Tahoe Adventure Company
TreeTop Adventures
Hot Diggity Dog and Cat
Well Being
Pep's Place
Global Café
Enviro Rents
Willard's
Tahoe Paddle and Oar

Examples of Public Outreach Plans and Talking Points

Kings Beach Grid Waterline Replacement and Customer Water Service Relocation Project
<..\KB Grid Waterline\KBGrid Public Outreach Plan Draft 051117.docx>

Kings Beach Grid Waterline Replacement and Customer Water Service Relocation Project
May 11, 2017

PURPOSE: To provide staff a step-by-step guide in an effort to improve success of owner service connections within the required time frame.

Procedure may be modified as felt applicable by management to improve with each project moving forward.

BACKGROUND INFORMATION: The District has been, and will continue to, abandon back yard mains with new mainline installations within public right of way fronting properties. Properties connected to the main

scheduled for abandonment are required to relocate their service as required to connect to the new service location(s) installed with the new main. This typically mean installing a new service in the front yard and abandoning the back yard service. Owners have at least two full construction seasons after construction is completed to perform this work. In some cases, there are owners that have not connected by the deadline. The District desires to minimize this to the greatest extent possible.

The focus is to be education based rather than punitive/violation based and give people as much time as possible to plan for construction, save the money to get it done, or look into programs that may be available to them like mPower, a loan from a bank or a second loan on their house.

Audience:

- 1) Customers that will be relocating at a TBD date in the future.
- 2) Customers that have an identified timeline based on project planning, but waterline construction has not begun.
- 3) Water main construction is complete but customers have not relocated but they are still within the District's deadline.
- 4) Customers that are overdue on relocation.
- 5) Tahoe Sierra Board of Realtors and Title Companies – So they are aware of this project and relocation requirements.
- 6) CATT and District Contractors List -
- 7) **Do we want to include tenants as an audience? (If possible. Need to figure out how to get in touch with them.)**

General Education/Application to All Customers in Impacted Areas

- 1) Keep website updated.
- 2) **Do we want to do regular construction updates during construction years?**

Specific Outreach to Customer Group #1 (No identified project)

- 1) **Postcard:** Each Spring the District should mail to all customers in the Grid (or other location where we intend to relocate sewer/water lines that will require customers to relocate) that are on a street without a relocation date or a specific identified project, a simple postcard notifying people this is coming and directing them to the web page for additional information.
- 2) Postcards will also be put in new customer packets for those that are new owners of properties in the Grid.
- 3) Postcards will also be given to customers in the Grid that turn in plan reviews.

Specific Outreach to Customer Group #2 (Identified construction season, Construction has not begun)

- 1) **Letter #1:** Once a project, funding and anticipated construction season have been identified in an adopted CIP, all customers that may be impacted should be sent correspondence letting them know that there will be a public hearing, estimated construction dates and deadline for relocation and direct people to web page for more information.
- 2) **Letter #2:** Season of main construction, send letters to all affected owners providing **notice of public hearing** and informing them of required service location move deadline being considered by the Board at hearing.
- 3) **Letter #3:** Send follow up letter to all affected owners informing them of Board action **following the public hearing** and the required service location move deadline.
- 4) District's Construction Manager engages in as much personal outreach as possible during site visits and general interaction with public during project. Tracks contact and discussion in construction log as applicable.

- 5) **Letter #4:** Following construction season, send an update letter with details of the project completion and reminding them that now “the ball is in your court” to relocate. (Following this letter they move into Customer Group #3)

Specific Outreach to Customer Group #3 (Main relocated, customer has not relocated but still within deadline)

- 1) **Letter #1:** Reminder letter in by May 15 (per Ordinance) to those that have not yet connected, reminding them of their deadline and include the information on the seminar dates for mPower and that there is other financing available.
- 2) Annual follow up phone calls by Engineering/CSR Team Leader to those still within deadline.
- 3) **Letter #2:** Reminder letter in late Summer (enough contact time for customer to get bid from contractor for following Spring construction). **Should we make this a postcard?**

Customers continue to receive letters 1&2 annually until Spring of the year of their deadline, then they get letter #1 in May and Letter #3 in July

- 4) **Letter #3: Notification sent by July 15** - Certified and “regular” mail notifying them that if they haven’t relocated by September 1 the water will be turned off and reminding them of October 15th dig season deadline. NOTE: This is not the 90-day Shut-off notification. Letter also includes Board appeal information.
- 5) Staff follows up (via phone calls and/or site visits as applicable) with all remaining affected owners (i.e. those who have received the certified letter). Tracks and logs the status of each customer with notes and information. District to take action as applicable.

Specific Outreach to Customer Group #4 (Customer overdue on relocation.)

- 1) This becomes more “legal” and urgent since we’ll be turning the water off.
- 2) **90 Day Notification sent by June 1** - Certified and “regular” letter notifying them that if they haven’t relocated by September 1 the water will be turned off.
- 3) Staff follows up (via phone calls and/or site visits as applicable) with all remaining affected owners (i.e. those who have received the certified letter). Tracks and logs the status of each customer with notes and information. District to take action as applicable.
- 4) **30 Day Shut-off notice sent by xxxx**
- 5) **72-hour (?) Shut-off door hanger**

Specific Outreach to Contractors, Realtors, etc.

- 1) **Letter #1:** Sent to Contractors on our list in the Spring notifying them of mPower Seminar
- 2) mPower Seminar - Contractors via CATT hosted by NTPUD. mPower regulations require Contractor and property owner participation.
- 3)

Outreach to Realtors and Title Companies

- 1)

Related

- 1) Each Spring schedule two mPower seminars
- 2) Put together packet for Steve Twomey to have in the field to give people.

Other Notes/Resources:

- 1) One Page/Talking Points

2017 WATER CONSERVATION PUBLIC OUTREACH PROGRAM

March 21, 2017

Introduction

While the Tahoe area has seen significant water and snow this winter and the Lake is up, State mandatory conservation standards remain in effect as in ground water tables still have not recovered. The State is no longer mandating that the District does enforcement so the focus of our messaging is to make sure residents/property owners are aware of the standards, which are really focused on not being wasteful, and to continue the culture of conservation that has been created over the last few years of drought which will put the District in a position to make progress toward our 20% by 2020 goals.

Goals

- Bring awareness to the District's 20% by 2020 and if the District is currently meeting that goal.
- Clear messaging on the current water conservation regulations/best practices.
- Information on how the District can help you help us save money and reach our goals through rebates, free water conservation supplies, hotel cards, etc.

Audience

- Water Customers in our District
- Landscape Maintenance Companies in our District
- Hotels in our District

Facts:

- The state continues to mandate conservation standards, but has removed the District as the enforcer.
- The District is currently not meeting our 20% by 2020 standard. **INCLUDE WHERE WE ARE** The consequences of the District and its residents not meeting those goals is that we would not be eligible for grant funds from the State, e.g. the \$50K grant we received for water rebates and water conservation supplies and education. DWR, Clarity on CTC?
- While the Lake is up, the District's well/water table levels have still not recovered. **(Info from Ken)**

Primary Public Outreach/General Education Tools and Measures:

- 1) Update brochure to explain current State mandates, but no District enforcement. Conservation regulations from the State and Measures adopted at April Board Meeting and mailed to all customers with bills explaining program. (Insert into May/June Utility Bills. Completion by mid-April)
- 2) Prepare NTPUD Water Conservation Talking Points/Elevator Pitch for Staff and Board. (What are the rules?)
- 3) Translate updated information into Spanish and distribute through the North Tahoe Family Resource Center (Victoria), Boys and Girls Club, La Mexicana, etc.
- 4) Letter to Hotel/Motel/Timeshare about washing linens and offer updated hotel cards.
- 5) Prepare monthly press release conservation reminder: usage compared to past years, what the District has done to save water....
- 6) Update conservation Flyers/Posters for hanging at our Parks and District facilities. (update with new mandates) See list of poster distribution locations.
- 7) "Wrap" water vehicles with conservation messaging. High ROI due to low "price per view."
- 8) Create bumper stickers re: conservation for other District vehicles.

- 9) Keep giving out Conservation Supplies to Customers. (Purchased using grant funds)
- 10) KTKE Radio Advertising Contract – Put some conservation messaging into our KTKE spots.
- 11) Update Conservation page on website including an update progress toward District goal of 20% by 2020.
- 12) Complete NTPUD Demonstration Garden – Signs and information.
- 13) Landscape Seminar? Topic, how much should I water my plants and my landscaping? Left message for Perennial Nursery 3/23
- 14) Weekly water conservation messaging on social media.
- 15) Run an “Innovative Conservation Idea of the Month” Contest on Social Media then run winners in the newsletter/on social media.

Secondary Public Outreach/General Education Items to be Considered:

- 1) Targeted letter to those in the District that used more water in (2016) than (2015) reminding them of current requirement of 25% reduction from 2013 baseline.
- 2) Targeted letter to High Water Users (Top 250? # TBD in District) from General Manager and brochure.
- 3) Review potential partnership with Tahoe Resource Conservation District (TRCD) to offer Water Audits to our customers.

Outreach Location Ideas/Groups

- Boys and Girls Club of North Lake Tahoe
- Music on the Beach – Booth at 2017 Summer Concert NTPUD is sponsoring.
- HOA Annual Meetings (Topic, not focus)
- Spanish Distribution Ideas: FRC, La Mexicana, BGCNLT, Hardware store, lunch rooms at the casinos and hotels, laundry mats like the main one on the Hwy, at the trailer park on Brook and the one next to La Mexi. Safeway lunch room. Tahoe Mart (old 99cent store).
- Meetings and Training with CSR Team to review District Water Conservation policies so they can review/relay to customers.
- Training at Quarterly Employee Meeting on District Rules/Regs
- NTFRC/Co-Ho – NTFRC Emerging Leaders Program (Ana Liz Servin)
- Other Ideas Welcome!

Drought Declaration Press Release Ideas

- NTPUD Items we are doing – Toilets, Low Flow Nozzle on Vactors, Low Flow Washer, Line Replacements
- Conservation ideas.
- Parks plans for water reduction to save money.
- Conservation Items, Rebate Programs Available
- More ideas from employees?

North Tahoe PUD and Tahoe City PUD Shared Service Talking Points
(Currently in development)

Attachment Special District Leadership Foundation Transparency Certificate Program



SHOWCASE YOUR DISTRICT'S COMMITMENT TO TRANSPARENCY

District Transparency Certificate of Excellence

Purpose

To promote transparency in the operations and governance of special districts to the public/constituents and provide special districts with an opportunity to showcase their efforts in transparency.

Duration

2 Years

District Receives

- Certificate for display (covering 2 years)
- Press release template
- Recognition on the SDLF website
- Letter to legislators within the district's boundaries announcing the achievement
- Recognition in social media, letter to the editor of local media outlet, and the CSDA eNews
- Window cling

Application Cost

FREE

Basic Requirements

Current Ethics Training For All Board Members (*Government Code Section 53235*)

- Provide copies of training certificates along with date completed

Compliance With the Ralph M. Brown Act (*Government Code Section 54950 et. al*)

- Provide copy of current policy related to Brown Act compliance
- Provide copy of a current meeting agenda (including opportunity for public comment)

Adoption of Policy Related to Handling Public Records Act Requests

- Provide copy of current policy

Adoption of Reimbursement Policy, If District Provides Any Reimbursement of Actual and Necessary Expenses

(*Government Code Section 53232.2 (b)*)

- Provide copy of current policy

Annual Disclosure of Board Member Or Employee Reimbursements For Individual Charges Over \$100 For Services Or Products. This Information Is To Be Made Available For Public Inspection. "Individual Charge" Includes, But Is Not Limited To: One Meal, Lodging For One Day, Or Transportation. (*Government Code Section 53065.5*)

- Provide copy of the most recent document and how it is accessible.

Timely Filing of State Controller's Special Districts Financial Transactions Report - Includes Compensation Disclosure. (*Government Code Section 53891*)

- Provide copy of most recent filing
- SDLF staff will verify that district is not listed on the State Controller's 'non-compliance list'*

Conduct Audits As Required By Law (*Government Code Section 26909 and 12410.6*)

- Provide copy of most recent audit, management letter, and a description of how/where documents were made available to the public

Other Policies – Have Current Policies Addressing the Following Areas

Provide copies of each:

- Conflict of Interest
- Provide copies of Form 700 cover sheet for board members and general manager
- Code of Ethics/Values/Norms or Board Conduct
- Financial Reserves Policy

Showcase your District's Commitment to Transparency

Website Requirements

Maintain a district website with the following items Required. (provide website link) - Required items available to the public:

- Names of board members and their full terms of office to include start and end date
- Name of general manager and key staff along with contact information
- Election/ appointment procedure and deadlines
- Board meeting schedule
(Regular meeting agendas must be posted 72 hours in advance pursuant to Government Code Section 54954.2 (a)(1) and Government Code Section 54956 (a))
- District's mission statement
- Description of district's services/ functions and service area
- Authorizing statute/ Enabling Act (Principle Act or Special Act)
- Current District budget
- Most recent financial audit
- Archive of Board meeting minutes for at least the last 6 months
- Link to State Controller's webpages for district's reported board member and staff compensation (Government Code Section 53908)
- Link to State Controller's webpages for district's reported Financial Transaction Report (Government Code Section 53891 (a))
- Reimbursement and Compensation Policy
- Home page link to agendas/ board packets (Government Code Section 54957.5)
- SB 272 compliance-enterprise catalogs (Government Code Section 6270.5)

Additional items – website also must include at least 4 of the following items:

- Post board member ethics training certificates
- Picture, biography and e-mail address of board members
- Last (3) years of audits
- Financial Reserves Policy
- Online/ downloadable public records act request form
- Audio or video recordings of board meetings
- Map of district boundaries/ service area
- Link to California Special Districts Association mapping program
- Most recent Municipal Service Review (MSR) and Sphere of Influence (SOI) studies (full document or link to document on another site)
- Link to www.districtsmakethedifference.org site or a general description of what a special district is
- Link most recently filed to FPCC forms
- Machine readable/ searchable agendas (required in 2019)

Outreach/Best Practices Requirements - (Must complete at least 2 of the following items)

Regular District Newsletter Or Communication (Printed And/Or Electronic) That Keeps The Public, Constituents And Elected Officials Up-To-Date On District Activities (at least twice annually)

- Provide copy of most recent communication and short description on the frequency of the communication, how it's distributed and to whom.

Community Notification Through Press Release To Local Media Outlet Announcing Upcoming Filing Deadline For Election Or Appointment And Process For Seeking A Position On The District Board, Prior To That Election (Or Prior To The Most Recent Deadline For Consideration Of New Appointments For Those Districts With Board Members Appointed To Fixed-Terms).

- Provide copy of the press release (and the printed article if available)

Complete Salary Comparison/Benchmarking For District Staff Positions Using A Reputable Salary Survey (At Least Every 5 Years)

- Provide brief description of the survey and process used as well as the general results

Special Community Engagement Project

Designed and completed a special project promoting community engagement with the district (potential projects may be broad in nature or focus on specific issues such as rate-setting, recycled water, identifying community needs, etc.)

- Submit an overview of the community engagement project reviewing the process undertaken and results achieved

Hold Annual Informational Public Budget Hearings That Engage The Public (Outreach, Workshops, Etc.) Prior To Adopting The Budget

- Provide copy of most recent public budget hearing notice and agenda.

Community Transparency Review

The district would be required to obtain a completed overview checklist from at least 2 of the following individuals (the district may choose to conduct the overview with these individuals simultaneously or separately):

- Chair of the County Civil Grand Jury
- Editor of a reputable local print newspaper (only one may count toward requirement)
- LAFCO Executive Officer
- County Auditor-Controller
- Local Legislator (only one may count toward requirement)
- Executive Director or President of local Chamber of Commerce
- General Manager of a peer agency (special district, city, county, neighborhood association, community organization or county administrative officer)
- Provide proof of completion signed by individuals completing Community Transparency Review

Showcase your District's Commitment to Transparency

Appendix of Possible Customer Survey/Communications Questions

A survey of District residents has been discussed with a number of ideas for questions and topics. These have been added to this plan so that most public outreach related planning information is in one place.

Who to survey: Resident/Customer/Parks user (After reservations at NTRP and TVRA)

What to survey: Overall feeling about the District, What can we do to improve?, Customer Service, Preferred communication method for our stakeholders, how people find out what's going on in the District, SCI Priorities – see how the needle moved.

1) Overall how satisfied are you with the North Tahoe PUD

2) Please rate your satisfaction

Customer Service

Office/Phone

Sewer/Water Field Staff

Parks Maintenance Staff

Park Boat Launch or Gate Attendants

Water Rates

Monthly Water Service Charge

Monthly Sewer Service Charge

Online Bill Pay

Website

Water Rebate Check

Water Quality

Readability of Water Bills

Information on Water Bills

Financial Information about the District

3) In the past two years have you (check all that apply)

Attended a Board Meeting

Attended a Commission Meeting

Watched a Board or Commission Meeting from our Website?

Visited the North Tahoe Regional Park

Visited the North Tahoe Event Center

Visited the Tahoe Vista Recreation Area

Picked up your NTPUD Resident Sticker

4) In the past two years have you (check all that apply)

Reduced your indoor water usage

Reduced your outdoor water usage

Installed water saving product (e.g. high efficiency toilet, washing machine, dishwasher, faucets/shower heads, "smart" irrigation controllers, high efficiency irrigation nozzles)

Taken advantage of free water conservation supplies from the District

Taken advantage of water rebates available from the District

5) What other topics would you like to learn more about?

6) Are you satisfied with the District's efforts to communicate with residents through newsletters, the internet and other means?

7) In the past year/two have you utilized any of the following? How do you get the information about the District or what is going on in the District?

Read Newsletter that comes with bills

Receive Email Updates

Visit Website regularly

Follow District pages on Facebook

Follow District on Instagram

Follow District on Twitter

Follow District on NextDoor

I don't live here and I don't care.

Other

- 8) Would you prefer to get your information in another way?
- 9) If the District went to all electronic newsletters and made them more frequent, would you read them?
- 10) What changes can we make to better serve you?
- 11) Do you have any other questions, comments or concerns?

Demographics:

Zip Code/location of Property in NTPUD Service Area

Do you own or rent?

If you own, is it a primary home or second/vacation home?

If second/vacation home, do you rent it to friends, family or on a rental site such as VRBO or AirBnB?

Male/Female

Age

Children under 18 living in your home?

How to collect answers:

Email Blasts

Insert in Utility Bills

Social Media

In Person – CSR's get from walk ins

Over phone – CSR's get from those calling

In person at the NTRP or TVRA

Appendix of Possible Future Projects

App for Parks/North Tahoe Regional Park (grant?)

Research how to address photos: retention, how to get photos from field, how to get the good ones.

Consider whether OpenGov and/or FlashVote would be useful tools for our District and residents.

Collaboration with other Agencies on Outreach and Information: Are there other opportunities we want to explore? Creating events tied to our mission that help our residents could be great at building our relationships: e.g. HazMat collections, EWaste/computer stuff drop offs.

Photos – Process for Photos/Clip Arts to make sure we are covering ourselves related to Copyright. Some process needs to be put in place for photos so they are available for public outreach without our having to spend so much time going through folders to find something relevant. We have way too many to be able to narrow down to use in various scenarios.