

MINUTES OF THE  
PUBLIC AFFAIRS COMMITTEE OF  
VISTA IRRIGATION DISTRICT

December 20, 2023

A meeting of the Public Affairs Committee of Vista Irrigation District was held on Wednesday December 20, 2023, at the offices of the District, 1391 Engineer Street, Vista, California.

**1. CALL TO ORDER**

Chair Sanchez called the meeting to order at 10:30 a.m.

**2. ROLL CALL**

Committee members present: Sanchez and Kuchinsky.

Committee members absent: None.

Staff present: Brett Hodgkiss, General Manager, Brent Reyes, Management Analyst, and Shallako Goodrick, Director of Administration.

Other attendees: None.

**3. APPROVAL OF AGENDA**

The agenda was approved as presented.

**4. PUBLIC COMMENT TIME**

No public comments were presented on items not appearing on the agenda.

**5. COMMUNICATION AND ENGAGEMENT PLAN**

See staff report attached hereto.

The Committee discussed the District's current Strategic Plan Goal 5 - Customers and the Public, last revised in 2013, and agreed that it needed to be updated. Director Kuchinsky provided staff with examples of Communication Plans and social media campaigns used by other public agencies. Chair Sanchez said that as the District develops a new Communications and Engagement Plan, the District should not limit the plan by what has been done in the past. Director of Administration, Shallako Goodrick, mentioned to the Committee that additional public outreach activities might necessitate the hiring of additional staff. Chair Sanchez said that he will brief the Board at its upcoming meeting about the Committee's intent to develop a Communications and Engagement Plan.

**6. COMMENTS BY COMMITTEE MEMBERS**

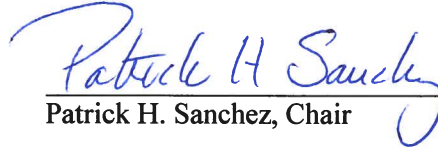
None were presented.

**7. COMMENTS BY GENERAL MANAGER**


None were presented.

**8. ADJOURNMENT**

There being no further business to come before the Committee, at 11:25 a.m. Chair Sanchez adjourned the meeting.

  
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Patrick H. Sanchez, Chair

ATTEST:

  
\_\_\_\_\_  
Ramae Ogilvie, Secretary  
Board of Directors  
VISTA IRRIGATION DISTRICT



**PUBLIC AFFAIRS COMMITTEE  
STAFF REPORT**

**Agenda Item: 5**

**Meeting Date: December 20, 2023**  
**Prepared By: Brent Reyes**  
**Reviewed By: Shallako Goodrick**  
**Approved By: Brett Hodgkiss**

SUBJECT: COMMUNICATION AND ENGAGEMENT PLAN

RECOMMENDATION: Discuss District needs for a Communication and Engagement Plan

PRIOR BOARD ACTION: None.

FISCAL IMPACT: Unknown.

SUMMARY: At the November 15, 2023 Board of Directors meeting, the Public Affairs Committee (Committee) members requested to meet with staff to discuss the development of a Communications and Engagement Plan (Plan).

DETAILED REPORT: Currently, the District does not have a stand-alone Plan. The District prepared a Strategic Plan in 2011 and revised it in 2013; the document includes a section that outlines the goals, objectives, and work plans for the District's public communications. Considering the changing communication needs of the District, the Committee suggested a meeting to discuss the elements and goals associated with a Plan.

ATTACHMENT: Strategic Plan, Goal 5 – Customers and the Public

## **Goal 5.0 Customers and the Public**

*Keep customers and the public informed about critical water issues, including water supply, water quality, infrastructure needs and issues, water cost issues, and water conservation.*

Objective	Work plan		Completed	In Process	Ongoing	Future
<b>5.1</b>	<b>Assure that all water users, as well as property owners/managers, receive meaningful water information from the District.</b>					
	5.1.1	Maintain up-to-date contact lists differentiating owner and tenant status.			X	
	5.1.2	Prepare, assess, update and disseminate timely information to all District customers through various media: <ul style="list-style-type: none"> <li>a. direct mailing;</li> <li>b. web site;</li> <li>c. on-hold messages;</li> <li>d. public service announcements;</li> <li>e. press releases;</li> <li>f. electronic communications.</li> </ul> <i>[District web site redevelopment proposed for FY 2014 budget.]</i>		X	X	
<b>5.2</b>	<b>Increase the public's understanding of the District as a separate, independent public entity, whose Board is elected by the public.</b>					
	5.2.1	Promote organizations that are dedicated to communicating the value and importance of special districts, such as the California Special Districts Association and the Association of California Water Agencies.			X	
	5.2.2	Achieve and maintain recognition from the Special District Leadership Foundation as a "District of Distinction". <i>[The District was accredited as a "District of Distinction" in September, 2009; is in the process of meeting revised requirements for reaccreditation in August, 2013; and intends to maintain this status on an ongoing basis.]</i>	X	X	X	
<b>5.3</b>	<b>Obtain information about customer knowledge and understanding of water issues affecting the District and the community.</b>					
	5.3.1	Participate in regional surveys such as those conducted by the SDCWA to assess customer awareness levels.			X	

Objective	Work plan		Completed	In Process	Ongoing	Future	
	5.3.2		Participate in community organizations in order to receive and deliver communications regarding the District and the water industry.			X	
Objective	Work plan		Completed	In Process	Ongoing	Future	
<b>5.4</b>	<b>Provide understandable and interesting information about the District and water issues.</b>						
	5.4.1		Maintain the District's Speakers Bureau program to provide appropriate speakers to community groups and organizations.			X	
	5.4.2		Evaluate and utilize alternatives such as print media, television media, Internet, industry publications, newsletters, and speaking engagements to convey District messages and information to the appropriate audiences.			X	
	5.4.3		Develop unique and creative approaches to public outreach, particularly related to drought and conservation, such as through the District's Public Service Announcement (PSA) program in local movie theaters.			X	
<b>5.5</b>	<b>Maintain effective and customer-friendly customer service activities.</b>						
	5.5.1		Provide friendly and responsive customer service at the counter.			X	
	5.5.2		Provide timely personal response to telephone customers.			X	
	5.5.3		Improve electronic/technological options in order to provide better service to the public, such as website redesign and expanded customer account inquiry/payment options. <i>[Electronic bill presentment and payment implemented July 2012; web site redevelopment proposed for FY 2014 budget; and new enhancements are being considered on an ongoing basis.]</i>	X	X	X	
	5.5.4		Improve customer service in the field by promoting outreach activities to customers affected by District actions in the field.			X	