



TO: Chairman and Board Members
THRU: Mark Foree, General Manager
FROM: Kim Mazeres, Customer Relations Director
DATE: November 9, 2015
SUBJECT: **Discussion and action on additional FY2016 Goals and Objectives**

In addition to the already approved goal of holding a minimum of 18 public workshops and/or tours with a primary focus on responsible water use and education, staff recommends the following Public Involvement Goals for FY2016:

- Conduct at least ten (10) public meetings, open houses and/or workshops on the draft 2015 – 2035 Water Resources Plan.
- Create an enhanced, detailed communication plan for any public outreach, including the Water Resource Plan public meetings. (The communications plan for the Water Resource Plan outreach is attached as an example.)

While TMWA meetings and workshops may only be of interest to a very narrow audience, we do our best to ensure all of our customers are aware of opportunities to participate in them.

STAFF REPORT

TO: Chairman and Board Members
THRU: Kim Mazeres, Director of Customer Relations
FROM: Robert Charpentier, Communications Specialist
Marlene Olsen, GoodStanding
DATE: November 9, 2015
SUBJECT: **Communications Plan for Draft 2016-2035 Water Resource Plan**

Introduction: The following is the Communications Plan for the draft 2016-2035 Water Resource Plan, which is updated every five years. During the updating phase, public participation and input is required. It is obvious that more than general knowledge of how our water resources work is needed to provide useful input to the plan; therefore, we use this time also as a learning opportunity for the community. General community concerns and issues will also be gleaned from the Customer Satisfaction Survey.

Goal

Ensure that all customers and citizens interested in the planning of our water resources have an opportunity to comment on the Draft 2016-2035 Water Resource Plan. Public comments will be collected and considered in the final plan through accessible and transparent outreach methods.

Objectives

- To inform customers and citizens of all public meetings and workshops
- To inform customers and citizens of alternative methods of comment
- To provide timely, accurate information to the media
- To produce a public input summary report

Target Audiences

- TMWA customers
- All Truckee Meadows residents
- Local media

Communication Tactics

- Public meetings
 - Five open houses (Nov. and Dec.)
 - Standing Advisory Committee (Oct. and Nov.)
 - Board of Directors (Oct., Nov. & Dec.) Final adoption TBA
 - Northern Nevada Water Planning Commission (Nov.)

- TMWA Website (average traffic is 39,000 visits per month)
 - Link on tmwa.com homepage to the draft Water Resource Plan
 - Feature all meeting dates on homepage
 - Tell the Board online comment function
- Social Media
 - Facebook and Twitter posts (Facebook followers: 1,278, Twitter followers: 1,239)
 - Total of four boosted posts (Delivers at least 2,500 views per boost)
- News Media
 - Press releases to all local news media outlets on Nov.4, Nov. 12 and as needed
 - Anticipate print, radio and television coverage
 - Live shots: Already scheduled Nov. 9 with KTVN; others may follow suit
 - Media coverage
- Public notices (schedule below)
 - Reno Gazette Journal (3 notices, Circulation 34,000)
 - Sparks Tribune (2 notices, Circulation 7,000)
 - ThisisReno (3 notices) (Circulation – 1,000 views per day)
 - City of Reno Website (3 notices will be posted)
 - City of Sparks Website (3 notices will be posted)
 - Washoe County Website (3 notices will be posted)
 - Library System (3 notices will be posted)
 - Nevada Public Notice Website (3 notices will be posted)
- Display advertisements in local media, schedule below
 - Reno Gazette Journal—print (3 ads, Circulation 34,000)
 - rgj.com (rotating online ads 11/11 – 12/9, 900,000 monthly online views)
 - Northern Nevada Business Weekly—print (1 ad, Circulation: 3,500 print)
 - Reno News & Review—print (1 ad, Circulation: 23,000)
 - Senior Spectrum—print (1 ad, Circulation: 20,000)
- Customer Satisfaction Survey
 - All data will be reviewed for possible inclusion, including customer concerns regarding droughts, sufficient supply, and growth in the community
- Customer Communication
 - Two separate, single-panel inserts, distributed in October and November (mailed to approximately 110,000 customers a month and e-mailed to another 10,000)
 - Bill message for the month of October on over 123,000 bills
 - E-newsletter with invitation to the meeting, as well as a direct link to provide comment (delivered to 70,056 customers)
 - Poster for TMWA lobby and meeting schedule leaflet (an average of 2,800 customers pay their bill in person each month)
 - Report in the bill insert on Final Plan (included with bills, approximately 110,000 mailed each month and e-mailed to another 10,000)

Messaging

- Public interest and input is important and will be considered
- We will report on how public input was used in the plan
- Water resource planning is important to the quality of life and the economy
- Staff is available to answer all questions throughout the process

Public Meeting Timeline:

Tuesday, Oct. 6

Wednesday, Oct. 21

Wednesday, Nov. 4

Tuesday, Nov 2

Monday, Nov. 9

Monday, Nov. 16

Tuesday, Nov. 17

Wednesday, Nov. 18

Wednesday, Dec. 9

Wednesday, Dec. 16

Media Timeline:

Tuesday, Oct. 27

Wednesday, Nov. 4

Thursday, Nov. 5

Friday, Nov. 6

Monday, Nov. 9

Wednesday, Nov. 11

Total Meetings: 11

Standing Advisory Committee-Presentation of Draft

Board of Directors-Presentation of Draft

Northern Nevada Water Planning Commission –
Presentation of Draft

Standing Advisory Committee-Presentation of Draft
continued

Open House at Spanish Springs Library
KTVN Live Shot

Open House at TMWA

Open House at O'Brien Middle School

Board of Directors, Presentation of Draft continued
Open House at South Valleys Library

Open House at McKinley Arts & Culture Center

Board of Directors –Draft Plan review continues, with
public input summary report submitted

Item:

Public Meeting notice (legal) in Sparks Tribune,
ThisisReno and Reno Gazette Journal, online and print

News release to targeted media announcing full public
meeting schedule

Publish display ad in Reno News & Review
Publish notice in ThisisReno.com

Public Meeting notice (legal) in Reno Gazette Journal and
ThisisReno
Publish display ad in Reno Gazette Journal and online

Display ad in Northern Nevada Business Weekly

Publish display ad in Reno Gazette Journal

Thursday, Nov. 12	Reminder press release (and as needed throughout the campaign)
TBA	Public Meeting Notice (legal) for Dec. 9 for Reno Gazette Journal, Sparks Tribune and ThisisReno
Tuesday, Dec. 1	Publish display ad in Senior Spectrum
Friday, Dec. 4	Publish display ad in Reno Gazette Journal with only Dec. 9 meeting