



Vista Irrigation District

Public Affairs Committee

Rate Study Outreach Activities Discussion – February 3, 2025





Agenda

- 1. Review Planned Outreach Activities and Deliverables**
- 2. Discuss Other Outreach Strategies and Tactics**
- 3. Next Steps**

Planned Activities



Planned Outreach & Budget*

**Portion of the rate study budget dedicated to developing public and community presentations, multimedia materials, Prop 218 Notice, event/meeting logistics, facilitation, and in-person staffing at five public and community meetings by the rates and outreach consultants, excluding hard costs for travel, printing, postage, advertising, or meeting supplies.*

Task	Deliverables	Cost
Community Meetings (2)	Presentations: <ul style="list-style-type: none"> • In person community meetings (2) • Community Engagement Events Develop: <ul style="list-style-type: none"> • Presentations in Microsoft PowerPoint • Promotional and informational materials and displays (digital and print) • Logistical coordination and on-site facilitation of community events 	\$14,975
Multimedia Materials and Messaging	Develop, draft, design, produce: <ul style="list-style-type: none"> • FAQs • Website content, Infographics • Bill stuffer or Direct Mail postcard • Newsletter content • News Release (2) • Video - 2-minute animated "Rates 101 and Prop 218" 	\$4,720
Proposition 218 Public Notice	Develop, draft, design, produce: <ul style="list-style-type: none"> • Legally compliant Proposition 218 notice for staff and legal review 	\$7,910

* Does not include In person Board and Committee presentations and facilitation, respond to questions from the Board/Committee \$17,696

Tentative Schedule

Activity
February
Develop Materials and Webpage, Draft Newsletter content Finalize Video
March
Draft Prop 218 Notice, and Direct Mail (unconfirmed)
April
Earth Day and Other Community Events
June
Postmark Prop 218 Notice
July
Host community engagement events
September
Public Hearing (Rates Effective Dec. 1)

Discussion: Planned Outreach Tactics



Selecting a Level of Engagement

International Association of Public Participation (IAP2) Public Participation Spectrum



Inform



Consult



Involve



Collaborate



Empower

Goal	To provide balanced and objective information in a timely manner	To obtain feedback on analysis, issues, alternatives and decisions	To work with the public to make sure that concerns and needs are considered and understood	To partner with the public in each aspect of decision-making	To place the final decision-making in the hands of the public
Promise	"We will keep you informed."	"We will listen to and acknowledge your concerns."	"We will work with you to ensure your concerns and needs are directly reflected in the decisions made."	"We will look to you for advice and innovation and incorporate this in decisions as much as possible."	"We will implement what you decide."

Community Meeting / Town Hall

- Similarly structured with an agenda
- 20-30 presentation followed by Q&A
- Community input is encouraged, but discussion may be more guided
- Some people prefer not to speak up, but could submit questions in writing
- Both meeting formats tend to be “us versus them”



Open House

- Attendees can explore details at their own pace
- More informal, with information stations and displays
- Attendees can ask questions individually rather than in a group setting
- Limited structured discussion; designed for one-on-one engagement with staff and subject matter experts



Newsletter Content



Tentative Topics for Next Quarterly Issue

- Rates 101
- Flume
- Pechsteins
- Exhaustion of Administrative Remedies

Other Planned Outreach

- Dedicated webpage on vidwater.org
 - › Short animated explainer video
 - › Infographics
 - › Carousel graphics
 - › FAQs
- News Releases
- On hold messaging
- City and Chamber postings

Discussion: Unbudgeted Outreach Tactics



Direct Mail

Oversized Postcard

- Cut through digital fatigue
- Recipients must physically interact with an open-faced card
- Noticeable, memorable
- QR code to website page
- Reach customers / public where they are
- Cost effective



Task	Hours	Cost
Design	Incl. in current activities	budgeted
Printing & Postage		\$11,700

Outreach Plan Development

- Research and Analysis, i.e. stakeholder interviews, consumer surveys
- Stakeholder Mapping
- Message Platform
- Public Engagement Strategies and Tactics
- Internal Communication Strategies
- Workflow and Tactical Plan



Time / Cost Estimate

Task	Hours	Cost
Research - Develop digital customer survey, track results, draft and final summary report	6	\$1,800
Research - 8-10 stakeholder interviews, develop questionnaire, draft and final summary report	10-12	\$3,800
Develop Plan – Draft Plan with Key Messages, Stakeholder Mapping, Strategies and Tactics, Implementation Plan	10	\$3,400

Note: There is a value in surveying customers about their experience with the District and perceptions of the value of water. Survey results can establish a baseline to measure future District communication efforts.

Eblast

- Cost-effective communication directly to customers / public
- Share important updates
- Drive traffic to the website with hyperlinks
- Announce meetings and events
- Maintain customer relationships
- Visual and engaging when using photos, infographics, and videos
- Only have emails for electronic customers through Infosend
- Only 50% of customers would receive



A Message for the Year Ahead
 As we welcome 2025, we're thrilled to continue advancing our groundwater sustainability efforts. The Vina Groundwater Sustainability Agency (GSA) is working on several grant-funded projects aimed at improving how we monitor, manage, and use our basin's vital groundwater supply.
 In this newsletter, we recap a few of the GSA's 2024 highlights and share what's on the horizon for the new year. You'll also find ways that you can help achieve our Subbasin's sustainable groundwater goals. Let's dive into the 2024 highlights!

First Public Engagement Meeting for the Lindo Channel Recharge Feasibility Analysis: What We Heard and What's Next
 On November 13, 2024, we hosted our first public engagement meeting for the Lindo Channel Recharge Feasibility Analysis. The event brought together over 25 participants, including community members, environmental organizations, and residents living near the channel.

Task	Hours	Cost
Content	Incl. in current activities	budgeted
		\$150

Citizen Rate Advisory Committee

PROs

- Enhance transparency.
- Connect early on with customers; can help open doors with reticent groups and build trust.
- Ratepayers may provide valuable input and perspectives on a range of issues.
- Build customer engagement and participation.
- Gain diverse perspectives, expertise and specialized knowledge.
- Conflict resolution and consensus building ahead of the Public Hearing.
- Ambassadors representing customer peers.



Citizen Rate Advisory Committee

CONs / Challenges

- Establishing and maintaining advisory committees require staff time, admin support, and funding.
- Can create delays and reputational challenges from members with an agenda or preconceived bias.
- Difficulty recruiting members with diverse perspectives, expertise and specialized knowledge, especially in expedited timeframe.
- Schedule will be extended minimum of six months in order to promote, recruit, and establish Committee bylaws and meeting schedule.



Citizen Advisory Committee

Tentative Meeting Topics

- Rates and Water 101
- Preliminary Financial Plan/Study results
- Consider rate structure modifications
- Review outreach materials and activities



Time / Cost Estimate

Staff Time (GM, Finance Dir., Legal)	200+ hours
Committee Meetings, 1x/month	4-6
Raftelis Change Order Develop materials, virtual participation, and present data	\$10,000

Thank You

Contact

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