



## BOARD ACTION

**REVISED**

**TO:** Governing Board (Legislative Affairs and Communications Committee)

**FROM:** Carlos Quintero, General Manager  
Leslie Payne, Public Affairs Manager

**DATE:** July 28, 2023

**SUBJECT:** Consideration to Update the Strategic Communications Master Plan

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### **SUMMARY**

As part of the FY 2019-20 Strategic Plan Work Plan, staff was tasked with creating the agency's first ever Five-year Strategic Communications Master Plan (Plan). The Plan was developed to drive progress toward the Authority's communication and outreach goals. This work effort was built on a foundation of outreach formed through the Authority's existing award-winning communications program. Raftelis was hired to create the Plan, which was finalized in 2019 for a total cost of \$48,000. Per Raftelis's proposal, the Plan took over 200 hours to complete.

The five year timeline for the Plan is set to expire in 2024. An update was presented to the Legislative Affairs and Communications Committee on February 15, 2023, and to the Board at its February 22, 2023 meeting. Staff included \$30,000 in the FY 2023-24 Budget to update the Plan upon its expiration. Updates could include either refining the current Plan framework to reflect work accomplished and priorities moving forward over a newly-determined Plan term, or reassessing the Plan's goal areas and tactics to reflect new or additional communications priorities.

Staff is seeking direction from the Board on desired revisions and updates to the current Plan. Direction needed includes the scope of work, project timeline, and whether staff or an outside consultant would complete an update to the current Plan.

### **PAST BOARD ACTION**

February 13, 2019     The Communications Committee recommends that the Five-year Strategic Communications Plan be managed by the General Manager within his authority per the Procurement Policy and Procedures.

June 26, 2019        The Board received a presentation on the final draft of the Five-year Strategic Communications Strategy.

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### **FISCAL IMPACT**

Funds for projects in the Strategic Communications Plan are included in the **FY 2023-24** Budget.

### **STRATEGIC PLAN / POLICY**

Strategic Plan Goal 4: Customer Service, Citizen Engagement, and Community Relations - Provide high quality customer service based on customer feedback and serve the community through education, outreach, and partnerships.

### **ALTERNATIVES**

1. Work on updates to the existing Plan with the assistance of a consultant. The RFP process and specific scope of work would be defined by the Legislative Affairs and Communications Committee or the Governing Board.
2. Direct staff to update the existing Plan with specific direction on the scope of work as recommended by the Legislative Affairs and Communications Committee or directed by the Governing Board.
3. Defer to staff to work on an updated Plan to present to the Legislative Affairs and Communications Committee.
4. Other direction as determined by the Governing Board.

### **RECOMMENDATION**

Staff recommends that the Governing Board direct staff to update the existing Plan with specific direction on the scope of work as recommended by the Legislative Affairs and Communications Committee or directed by the Governing Board.

### **ATTACHMENT**

2019-2024 Strategic Communications Master Plan