

ATTACHMENT 1

Outreach Plan for 2023 Water Rate Study (Revised September 2023)

Timeline	Outreach Action	Additional Info	Action	Input
February 2023	Create branding for rate study	Develop tagline, materials	Public Affairs	Management
	Create package of outreach materials to share w/stakeholder groups	Package information on LIHWAP, rebates, water resources Add later: Open House materials	Public Affairs	Management
	Confirm list of NGOs/stakeholder groups with Committee	Additions, edits to list ahead of contact	Public Affairs	Legislative Affairs & Communications Committee
March 2023	Initiate outreach to NGO/stakeholder groups	Request to share information, attend meetings and/or give presentation	Public Affairs	
	Develop presentation templates	Create long and short versions with top speaking points; adapt as needed	Public Affairs	Management
	Commence community presentations	Schedule and complete presentations by May 2023	Presenters: General Manager and/or Director of Finance Assist: Public Affairs	
	Develop social media campaign based on rate study branding	Deployment ongoing through Prop 218 hearing	Public Affairs	
	Begin monthly outreach update to Committee	Provide metrics and measures in a monthly report	Public Affairs	Legislative Affairs & Communications Committee
April 2023	Continue outreach/presentations to NGOs/stakeholder groups	Provide materials, coordinate presentations as requested	Public Affairs	
	Outreach at community events	South Bay Earth Day - April 8	Programs/Public Affairs	
May 2023	Update messaging/branding packet based on rate study outcome, budget		Public Affairs	Management

June 2023	Community Open House at Perdue/Sweetwater Dam	Saturday, June 3 from 9 to 11	DHs, Public Affairs	
	Budget approved	Wednesday, June 28	Board	
July 2023	Create dedicated webpage for Open House	Promote on outreach materials	Public Affairs	
	Create materials for Open House promotion	Direct mail postcards, newsletters article placement, ads for placement, social media ads/posts, lobby posters, flyers	Public Affairs	
August 2023	Outreach at community events	Lemon Festival – August 12	Public Affairs	Management
	Initiate second round of outreach to NGO/stakeholder groups	Request to share information, attend meetings and/or give presentation	Public Affairs	
September 2023	Develop online proposed rate calculator	Promote on outreach materials as possible	Public Affairs	
		Wednesday, September 6	Public Affairs, Finance Director, Legal Counsel	
	Community Open House at Desal Facility	Thursday, September 21	DHs, Public Affairs and Management	
	Commence community presentations	Schedule and complete presentations by November 2023	Presenters: General Manager and/or Director of Finance Assist: Public Affairs	
	Presentation of completed 2023 Water Rate Study for consideration. Draft Prop 218 Notice of rate change presented with study.	Second Board meeting in September	Board	
October 2023	Prop 218 final file to mail house	October 3	Public Affairs	
	Prop 218 mailed to customers	Mailing by Monday, October 16	Public Affairs	
November 2023	Continue outreach/presentations to NGOs/stakeholder groups	Provide materials, coordinate presentations as requested	Public Affairs	

December 2023	Rate Hearing	Wednesday, December 6	Board	DHs, Public Affairs and Management
TBD	Billing Insert to explain potential rate changes or changes to bill design			