



BEST COMMUNICATION PRACTICES FOR PROP 218 NOTICES, EVENTS, VIDEOS AND SO MUCH MORE

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Central Contra Costa Sanitary District

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CENTRAL SAN



WHY COMMUNICATE?

THE WHY?

- Risk prevention
- Crisis happens...be prepared!
- If you don't communicate - someone will communicate for you
- Your agency has relevant information
- Proactive is better than reactive



RISK PREVENTION

- Learn about potential issues before they become a crisis
- Implement solutions to problems with early identification
- Reduces claims
- More likely to have customers engagement / buy in



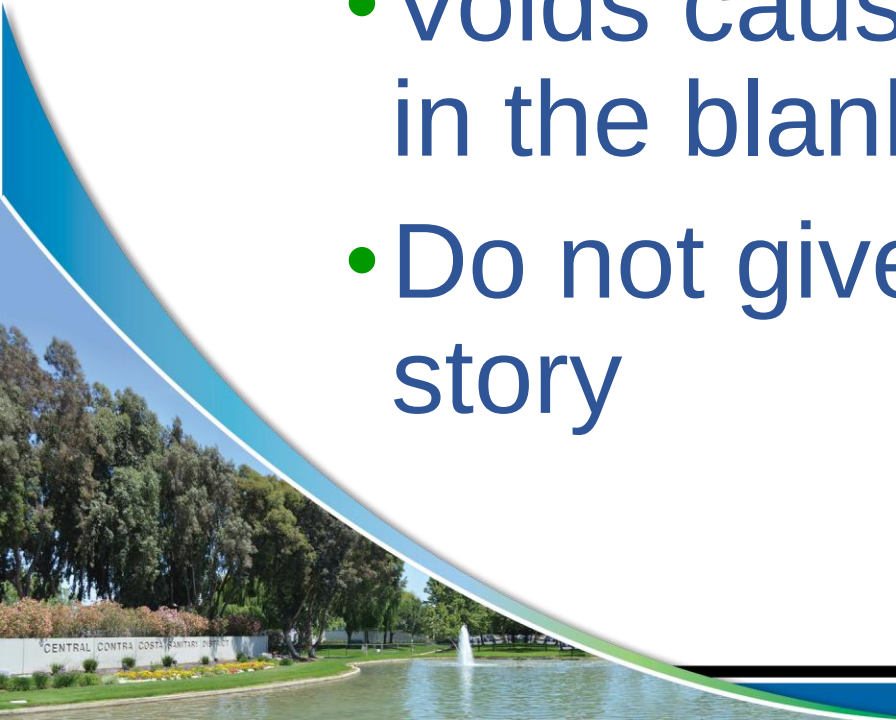
CRISIS HAPPENS

- Crisis can be in all forms:
 1. financial malfeasance
 2. sexual harassment
 3. labor relations
 4. incidents can become larger
 5. employee death



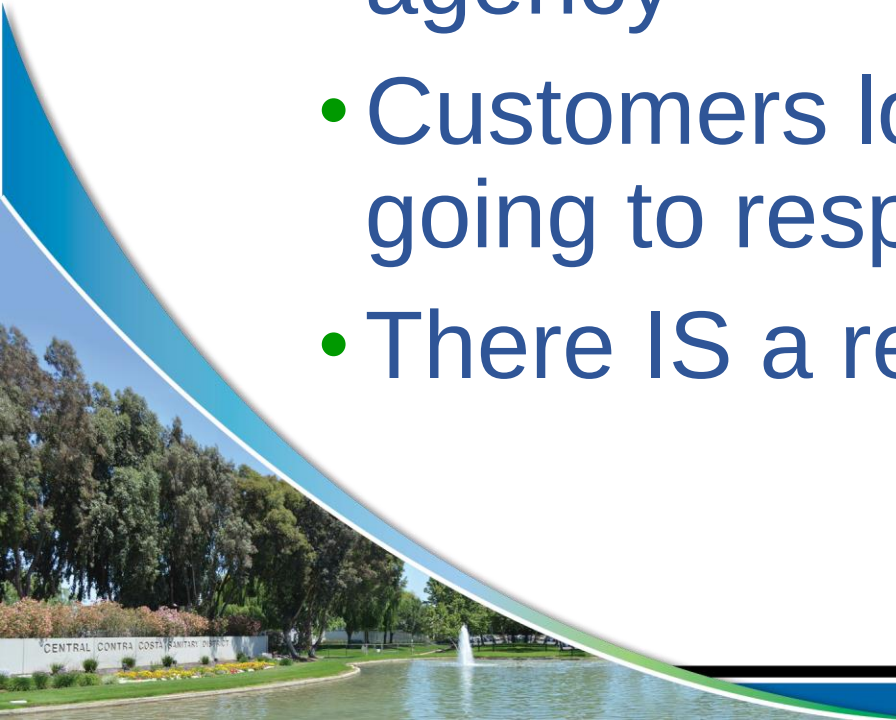
IF YOU DON'T COMMUNICATE – SOMEONE WILL DO IT FOR YOU

- “No Comment” = admission of wrongdoing/guilt
- Voids cause media and customers to fill in the blanks
- Do not give up your right to tell your own story



BECAUSE YOU HAVE GREAT NEWS!

- Board members love to feel pride about their agency
- Employees love to feel pride about their agency
- Customers love to feel pride about their rates going to responsible organizations
- There IS a return on investment!



PROACTIVE COMMUNICATIONS Vs.

- Proactive = controlled communications
- Reactive = someone else is in control
- Builds awareness
- Sets expectations for customers
- Raises your organization's credibility
- Creates positive public perception
- Increases customer trust





THE DREADED... PROPOSITION 218 NOTICES



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DEVELOP A CALENDAR

Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
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Workshops & Pre-Design



2/16 – Board Selects Rates



3/6 – 4/20 45 Day Notice



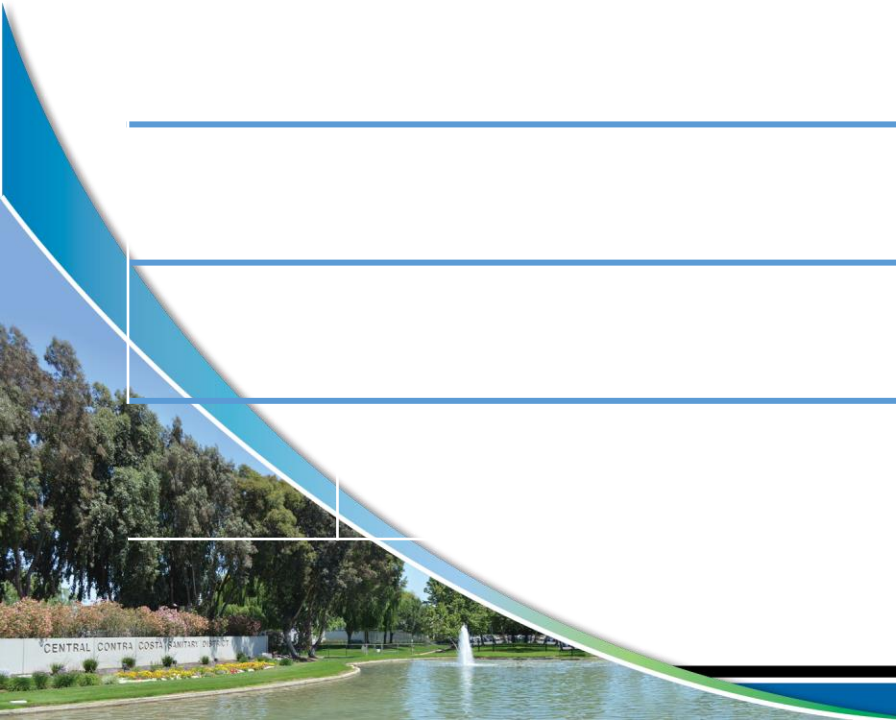
4/20 – Hearing to set Sewer Service Charge



6/1 – Public Budget Meeting



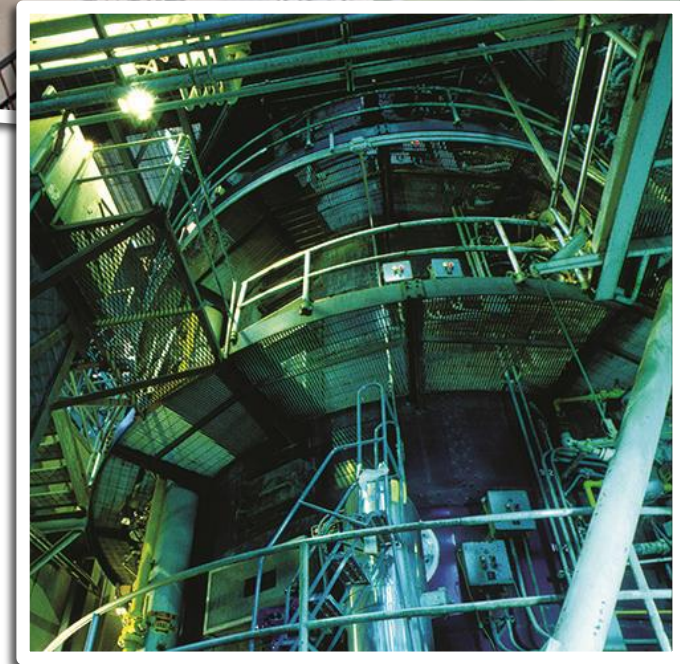
7/20 Place SSC on Tax Rolls



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DETERMINE YOUR KEY MESSAGES

- Aging Infrastructure
- Long-term Planning
- Environmental and Regulatory Requirements



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TELL YOUR STORY

Remind customers who you are and what you do for them

Share your previous successes

Build trust with your customers

Communicate your agency's vision/messages

Explain why you need a rate increase

Commit to customers what you will do with additional monies

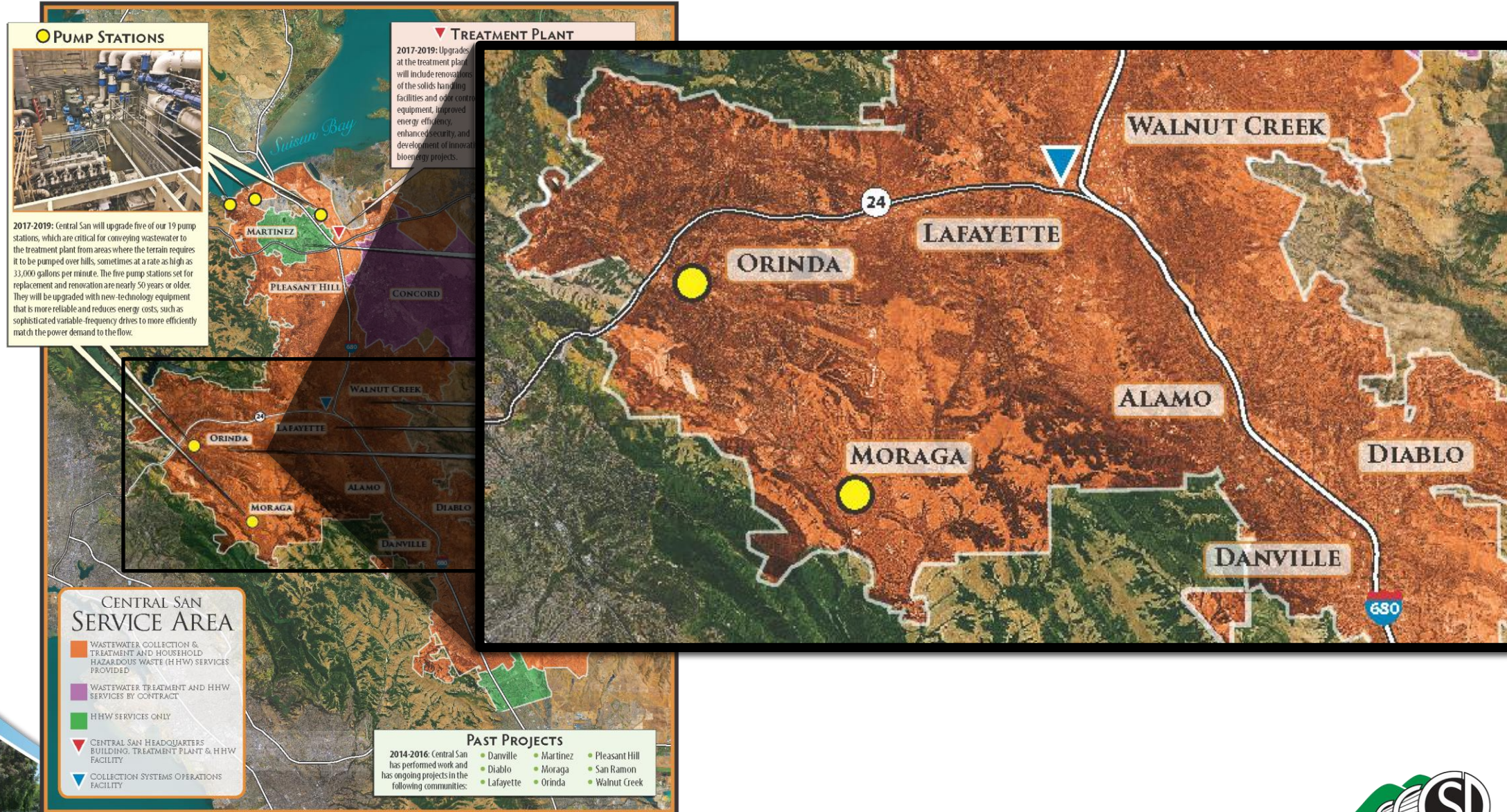


PERSONALIZE YOUR AGENCY



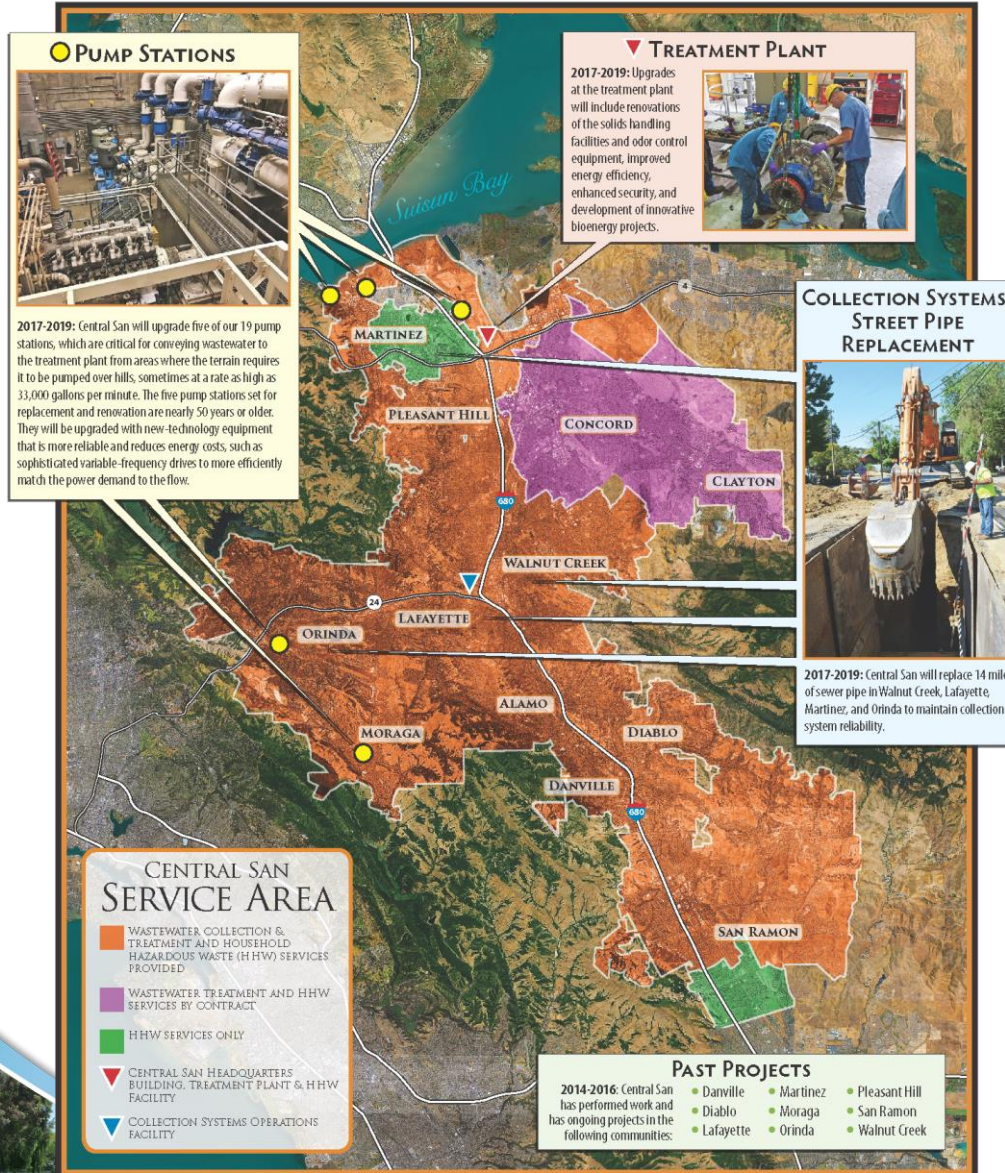
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DEVELOP VISUALS - SERVICE AREA



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VISUALS: WHAT DO I GET?



COLLECTION SYSTEMS/ STREET PIPE REPLACEMENT

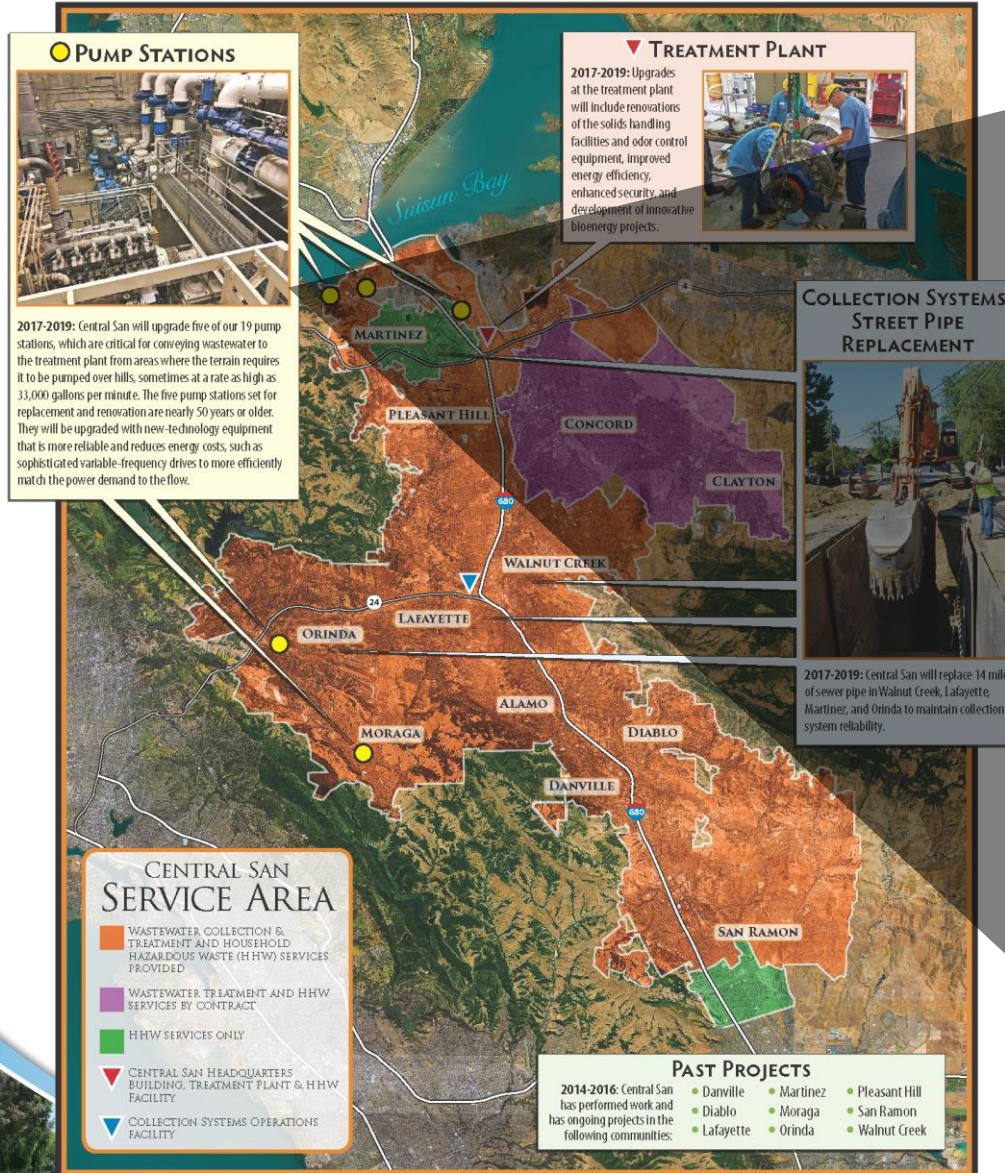


2017-2019: Central San will replace 14 miles of sewer pipe in Walnut Creek, Lafayette, Martinez, and Orinda to maintain collection system reliability.



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VISUALS: WHAT DO I GET?



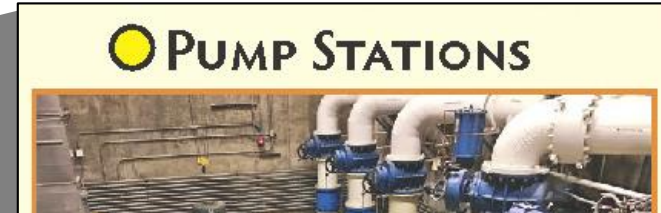
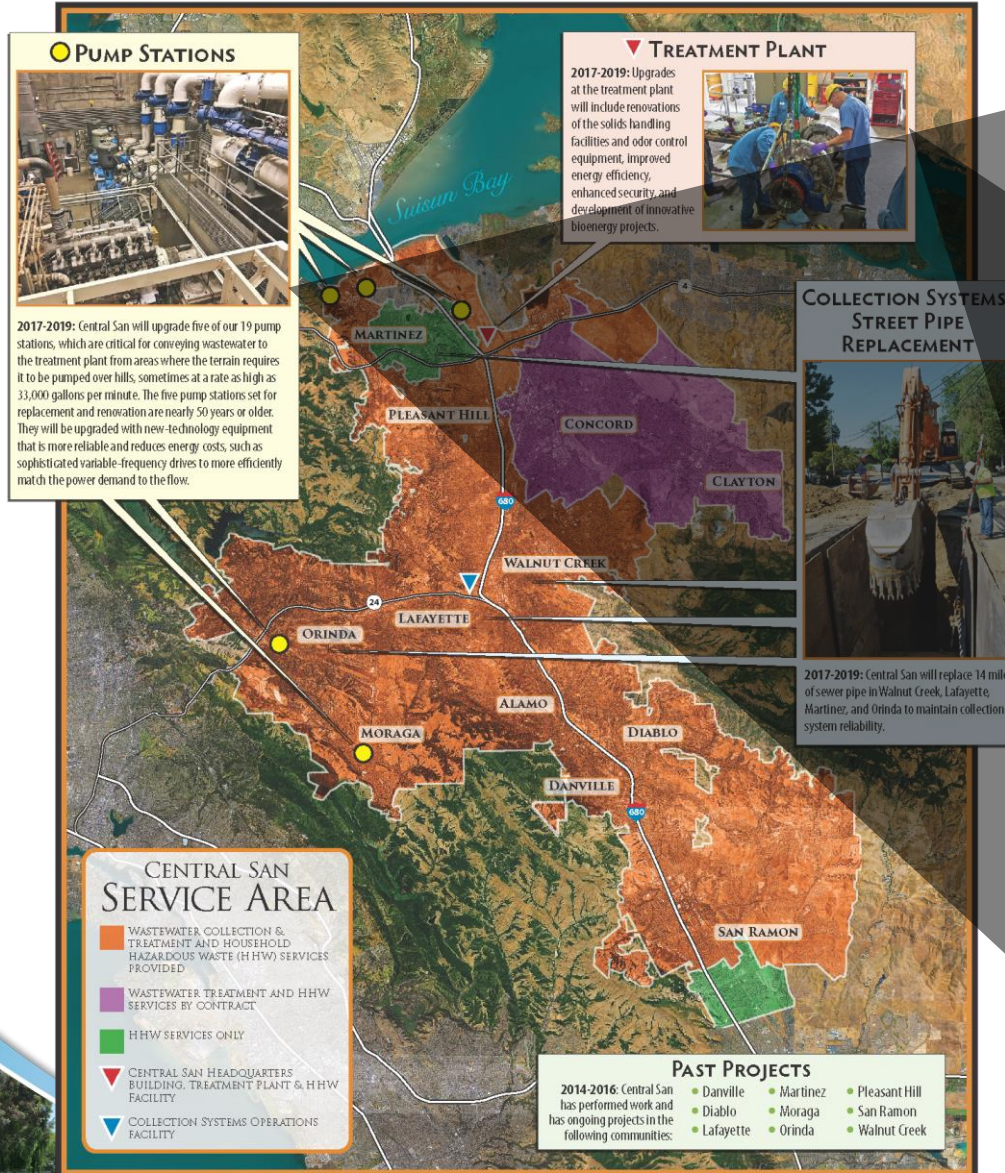
PUMP STATIONS



2017-2019: Central San will upgrade five of our 19 pump stations, which are critical for conveying wastewater to the treatment plant from areas where the terrain requires it to be pumped over hills, sometimes at a rate as high as 33,000 gallons per minute. The five pump stations set for replacement and renovation are nearly 50 years or older. They will be upgraded with new technology equipment that is more reliable and reduces energy costs, such as sophisticated variable-frequency drives to more efficiently match the power demand to the flow.



VISUALS: WHAT DO I GET?



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Would You Read This? Or...



Proposition 218 Notification A PUBLIC HEARING ON PROPOSED SEWER SERVICE CHARGE INCREASES WILL BE HELD ON JUNE 4, 2015, AT 7 P.M. AT THE DISTRICT BOARD ROOM, 5019 IMHOFF PLACE, MARTINEZ, CA

Why am I receiving this notice?

The Central Contra Costa Sanitary District (District) Board of Directors will be considering a Sewer Service Charge increase during a Public Hearing at 7 p.m. on Thursday, June 4, 2015 at the District Board Room, 5019 Imhoff Place, Martinez, CA 94553.

The District recently completed a Comprehensive Cost of Service Study to ensure that the customer groups were paying their appropriate share of the costs associated with providing service to their group. The Sewer Service Charge is calculated for each customer group based on the quantity of wastewater discharged and other wastewater characteristics affecting the cost of treatment.

Residential Customers: Currently the annual charge for a residential unit is \$439. If the proposed increase is approved, the single family residential annual charge will become \$471.00 for tax year 2015-2016 and \$523.00 for tax year 2016-2017. The multi-family residential charge for apartments, condominiums, duplexes, second living units, or mobile homes will be \$463.00 per unit for tax year 2015-2016 and \$487.00 per unit for tax year 2016-2017 for each unit.

Non-residential Customers: The non-residential rates being considered have been revised based on the Comprehensive Cost of Service Study and are listed on the other side of this notice. In addition to the rate adjustments, additional user groups have been created and the criteria for some of the existing user groups have been revised. If your account has been placed in a new user group or your existing user group has been reclassified with a substantially higher rate, an additional attachment with more information has been included with this notice.

What services does the District provide?

The District collects and treats wastewater from properties within the service area in Central Contra Costa County. The District also operates a Household Hazardous Waste Collection Facility for residents and small businesses, manages a pharmaceutical drop-off program with sites throughout the area, and provides recycled water to residential customers at the Recycled Water Filling Station in Martinez. Additionally, the District supplies recycled water to commercial and institutional customers for landscape irrigation and industrial use.

Why are rate increases necessary?

Currently more than 600 miles (40%) of the District's collection system (sewer pipes in the ground) are over 50 years old. The District must evaluate and rehabilitate or replace them when necessary in order to continue protecting the public health and the environment.

The District's current treatment facilities were designed and constructed in the early 1970s. Since that time the District has maintained an excellent operational record, and in its 37th consecutive year with no violations of its discharge permit. Within the next few years regulations governing the treatment and discharge of wastewater will become more stringent. This will require the District to invest significantly in the treatment processes and facilities to comply with new standards.

The District started a Comprehensive Wastewater Master Plan to determine the long term needs of the District for a collection system, wastewater treatment, and recycled water perspective. The planning efforts will provide a clear direction of priorities and projects to be included in future Capital Improvement Plans.

How is the District being financially responsible?

The District's Board of Directors will also create an emergency reserve to protect the District from catastrophic losses. The District recently completed a Staffing Needs Assessment to ensure staffing levels are reasonable based on the number of customers served and the types of services that the District provides. Beginning this year, the District will be auditing all of the non-residential customers to verify that customers are correctly assigned to the proper user group. The District also looks to use appropriate technologies for the restoration or replacement of old infrastructure in order to reduce impacts on customers and the community. The District has implemented cost-saving programs at its treatment facilities and continues to upgrade equipment to energy-efficient technology. Other programs include the use of landfill gas for solids handling and disposal, power production through the use of a co-generator, recycling ash for use in fertilizers, and the capture and reuse of heat and steam to reduce energy requirements of treatment processes. The District will continue to identify cost savings where possible to reduce the rate impact on all residential and non-residential customers.

What is the basis of the proposed rates?

Proposition 218 requires that public agencies, like the District, that provide a public utility service must clearly base their charges on the cost of providing those services. The District's Sewer Service Charge provides approximately 68% of its revenue, and this fee covers the costs associated with providing the services to over 330,000 residents and over 3,000 businesses in Central Contra Costa County. It also helps pay for the operation of the Household Hazardous Waste Collection Facility, as well as the design, construction and renovation of sewer pipelines, pumping stations, and treatment plant facilities.

Questions about the proposed Sewer Service Charges can be directed to the District's Public Information Line by calling (925) 337-7702, or by emailing rates@centralccsan.org.

What is the Proposition 218 hearing process?

Public comments and written protests will be accepted at the Public Hearing listed on the front of this notice. Please refer to the Board Policy on filing a protest, which can be found on the District's website (www.centralccsan.org). Written protests may be mailed or hand-delivered to the District prior to the Public Hearing to the Secretary of the District at the address on the front of this notice, and must include the property's address or Assessor Parcel Number. Scanned copies of signed protest letters may be submitted by fax (925-372-0192) or email (elsoehne@centralccsan.org). All written protests must be received prior to the close of the Public Hearing.

Current & Proposed Sewer Service Charge Rates for Nonresidential Customers

User Group	Current Rate	Proposed Rate Effective July 1, 2015	Proposed Rate Effective July 1, 2016
Commercial and Standard Non-Industrial Customers (per Hundred Cubic Feet (HCF) unless otherwise indicated)			
Standard Commercial Rate for users not listed below	\$4.07	\$4.64	\$4.98
Auto Repair Facilities *	\$4.07	\$4.64	\$4.98
Bakeries	\$4.07	\$4.64	\$4.98
Hotels & Motels *	\$11.22	\$12.33	\$13.22
Mortuaries	\$4.07	\$4.64	\$4.98
Schools (Daycare, Preschool, University)	\$7.99	\$8.06	\$8.64
Schools, Elementary	\$4.07	\$4.64	\$4.98
Schools, Intermediate	\$5.62 per student	\$5.77 per student	\$6.19 per student
Schools, High School	\$5.94 per student	\$6.13 per student	\$6.19 per student
Supermarkets	\$6.27 per student	\$6.93 per student	\$18.15 per student
Restaurants	\$4.07	\$4.64	\$4.98
Industrial Customers	\$8.32	\$8.71	\$9.34
Flow (per HCF)			
Biochemical Oxygen Demand (per thousand pounds)	\$1.68	\$3.42	\$3.67
Suspended Solids (per thousand pounds)	\$934	\$1,134	\$1,216
Fixed component	\$667	\$529	\$567
Minimum Annual Charge**	\$0.00	\$81.38	\$87.23
Special Discharge Permits and Contracts	\$456	\$480	\$504
	Determined Individually	Determined Individually	Determined Individually

* New User Groups which were formerly included in the Standard Commercial Rate user group.

** All customers will be charged the **Minimum Annual Charge** or their calculated rate based on assigned category, whichever is greater. In most instances, if you were charged the **Minimum Annual Charge** for 2014/15 and you didn't increase your water usage, you will be charged the new **Minimum Annual Charge**.

Notes
A non-residential customer's annual Sewer Service Charge is determined by multiplying the appropriate user group rate times the annual wastewater discharge volume measured in HCF (Hundred Cubic Feet), usually estimated from the property's water use. For example, a bakery discharging 250 HCF per year would pay an annual Sewer Service Charge at the 2015 proposed rate calculated as follows:

$$(\$12.33 \text{ per HCF}) \times (250 \text{ HCF per year}) = \$3,082.50$$

If you have questions regarding the Sewer Service Charge program, or would like us to calculate a property-specific estimate of the Sewer Service Charge for 2015-2016 and 2016-2017, please send an email request including your name, Assessor's Parcel Number, address and phone number to rates@centralccsan.org, or call the District's Environmental Services Division at (925) 335-7739. Additional information is available on the District's website: www.centralccsan.org.



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Would You Read This?

RATE INCREASES NEEDED TO FUND CRITICAL PROJECTS & LABOR



Central San has developed a Comprehensive Wastewater Master Plan to determine the long-term needs for our wastewater treatment, recycled water and collection systems. These planning efforts have provided a clear direction for priorities and projects to be included in our 10-Year Capital Improvement Plan. Proposition 218 requires that public agencies, like Central San, that provide a public utility service must clearly base their charges on the cost of providing those services, in order to pay for increased operations and maintenance costs (including labor), fund critical infrastructure projects and maintain required financial reserves. Central San proposes up to a 7 percent rate increase each year (an increase of approximately 3 dollars a month for a residential customer) for the next two years as shown in the table below.

RATE HEARING PROCESS

Central San's Board of Directors will consider the proposed rate increases at a public hearing on **April 20, 2017 at 1:30 p.m.**, Central Contra Costa Sanitary District Office, Board Room, 5019 Imhoff Place, Martinez, CA 94553. Public comments and written protests will be accepted at the public hearing. Written protests may be mailed or hand-delivered to Central San prior to the public hearing to the Secretary of the District at the address listed above. Written protests must include the property's address or Assessor's Parcel Number and must be signed by the property owner or tenant. Scanned copies of signed written protest letters may be submitted by fax (925-269-2327) or email (jacobm@centralsan.org). Subject: Prop 218 Protest. All written protests must be received prior to the close of the public hearing. Additional information about filing a protest can be found on Central San's website (www.centralsan.org).

CURRENT & PROPOSED ANNUAL SEWER SERVICE CHARGE RATES

USER GROUP	CURRENT RATE	MAXIMUM PROPOSED RATE EFFECTIVE JULY 1, 2017	MAXIMUM PROPOSED RATE EFFECTIVE JULY 1, 2018
Residential Customers (rate per living unit)			
Single Family Homes	\$503.00	\$508.00	\$571.00
Apartments, Condominiums, Duplexes, Second Living Units, Mobile Homes	\$487.00	\$521.00	\$508.00
Commercial and Other Non-Industrial Customers (per Hundred Cubic Feet (HCF))			
Standard Commercial Rate for Users Not Listed Below	\$4.90	\$5.33	\$5.70
Automotive	\$6.75	\$6.75	\$6.56
Balance	\$12.22	\$14.14	\$15.14
Hotels/Motels	\$6.45	\$9.24	\$9.89
Supermarkets	\$9.34	\$9.99	\$10.70
Markets	\$11.47	\$12.27	\$13.13
Restaurants	\$9.34	\$9.99	\$10.70
Minimum Annual Charge	\$504.00	\$508.00	\$571.00
Industrial Customers			
Flow (per HCF)	\$3.67	\$3.95	\$4.20
biochemical Oxygen Demand (per thousand pounds)	\$1,214.00	\$1,301.00	\$1,382.00
Suspended Solids (per thousand pounds)	\$567.00	\$606.00	\$649.00
Minimum Annual Charge	\$504.00	\$508.00	\$571.00
Special Discharge Permits and Contracts	Determined individually	Determined individually (see calculation below)	Determined individually (see calculation below)

A non-residential customer's annual sewer service charge is determined by multiplying the appropriate user group rate times the annual wastewater discharge volume measured in HCF (thousand cubic feet), usually estimated from the property's water use. For example, a factory discharging 250 HCF per year would pay an annual sewer service charge at the July 1, 2017 proposed rate calculated as follows: (\$4.14 per HCF) x (250 HCF per year) = \$1,035.00.

Alternatively, for 2017-18 you can estimate your annual sewer service charge by multiplying the amount listed beside "CURRENT SEWER CHG" on your

2016-17 property tax bill by 1.07. If you are billed directly, multiply the amount on the 2016-17 invoice by 1.07. For a 2016-17 invoice, multiply by 1.06. If you have questions regarding the Sewer Service Charge program, or would like us to calculate a property-specific estimate of the sewer service charge for 2017-18 and 2018-19, please send an e-mail request including your name, Assessor's Parcel Number, address and phone number to csd@centralsan.org, or call the District's Community Information Line at (925) 269-2329. Additional information is available on the District's website: www.centralsan.org.

YOUR DOLLARS AT WORK: A FOCUS ON CRITICAL INFRASTRUCTURE



5019 Imhoff Place
Martinez, CA 94553

NOTICE OF
PROPOSED RATE
INCREASES AND
PUBLIC HEARING
ON APRIL 20, 2017

WHAT YOU NEED TO KNOW

1. Our planning efforts have identified large-scale projects to address aging infrastructure at the treatment plant and in the collection system.
2. We have identified newer technology/upgrades to meet emerging regulations and capacity issues.
3. Our extensive pipe replacement program will maintain and improve service levels.
4. We value our customers and strive to provide you with exceptional service at responsible rates.
5. We will continue to protect public health and the environment, building on our 70 years of experience.

For more information: www.centralsan.org.

Printed with soy-based inks on Recycled Paper



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AVOID JARGON

T Cut

Pipe bursting

Codeneration

Turbidity

HD

Collection System

Prop 218

Hydro

Digesters

Dissolved-Air Flotation

MGD

Primary Treatment

Force M

Cake

Lateral

Effluent

POTW

Solid h

Variable

NPDES

Drive

Sludge

UV



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SUMMARIZE THE TAKEAWAYS

WHAT YOU NEED TO KNOW

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EVENTS! THEY ARE HARDER THAN YOU THINK



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WHY HOST AN OPEN HOUSE?

- Customer research indicated a need to build connection with our brand/services
- Positive connection before major infrastructure improvements/rate increases
- Engage your customers with interpersonal contact - they are 70% more likely to be supportive of your work



EXCELLENCE IN COMMUNICATIONS

- Treat communications work like other Central San work
- Include strong strategic communication plan/metrics
- Implement a comprehensive communications strategy
- Focus on the uniqueness of your customer base



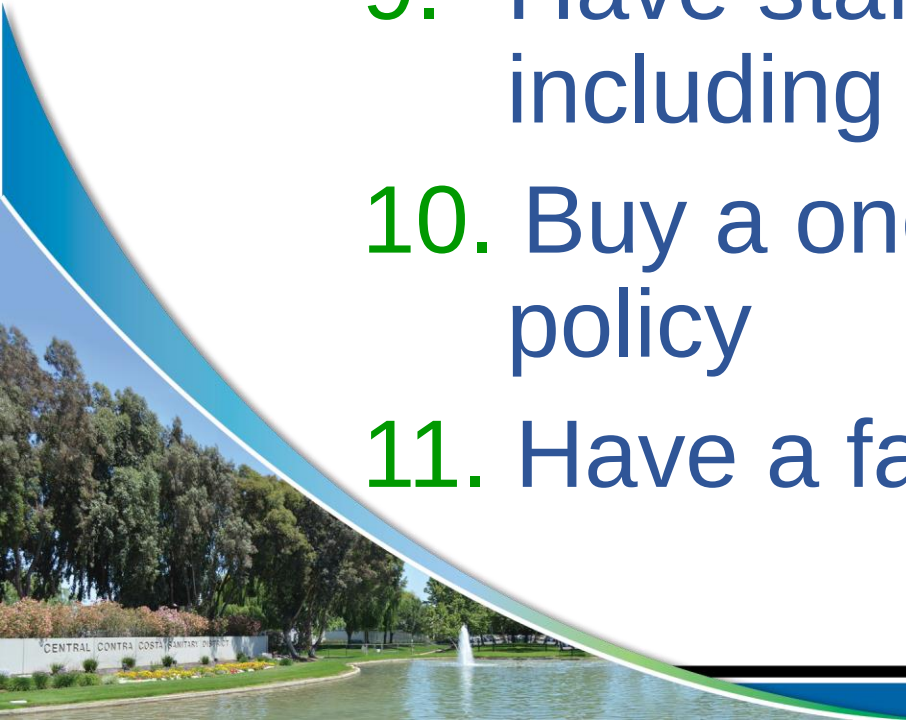
RECOMMENDED BEST PRACTICES

1. Develop a budget
2. Set clear goals/objectives: attendance, recognition, tours, branding/advertising & activities
3. Plan well in advance
4. Obtain Board/employee buy-in
5. Incorporate a theme



RECOMMENDED BEST PRACTICES

6. Play to your agency's strengths
7. Include food
8. Anticipate safety hazards
9. Have staff represented volunteers, including the Management Team
10. Buy a one day extra coverage insurance policy
11. Have a fantastic Communications Team!





VIDEOS



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OUR WORK NEVER ENDS

