



RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 Jackson Road, Rancho Murieta, CA 95683

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COMMUNICATION & TECHNOLOGY COMMITTEE

(Directors Linda Butler and Stephen Booth)

Special Meeting

February 29, 2023 at 10:00 a.m.

All persons present at District meetings will place their cellular devices in silent and/or vibrate mode (no ringing of any kind). During meetings, these devices will be used only for emergency purposes and, if used, the party called/calling will exit the meeting room for conversation. Other electronic and internet enabled devices are to be used in the “silent” mode. Under no circumstances will recording devices or problems associated with them be permitted to interrupt or delay District meetings.

AGENDA

1. Call to Order

2. *Discussion Item* Continue Work on Draft Communication Strategy

3. Comments from the Public

If you wish to speak during Comments from the Public or would like to comment regarding an item appearing on the meeting agenda, please complete a public comment card and submit to the Board Secretary prior to Public Comments. We will hold all comments until the Public Comment section.

4. Directors & Staff Comments/Suggestions

5. Adjournment

"In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 24 hours prior to a special meeting, will be made available for public inspection in the District offices during normal business hours. If, however, the document is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting."

In compliance with the Americans with Disabilities Act if you are an individual with a disability and you need a disability-related modification or accommodation to participate in this meeting or need assistance to participate in this teleconference meeting, please contact the District Office at 916-354-3700 or awilder@rmcsd.com. Requests must be made as soon as possible.

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is February 27, 2024. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

Rancho Murieta Community Services District

Draft Comprehensive Communications Strategy

1 Goals and Objectives:

- 1.1 Develop and maintain a system of open, honest, and positive communications with the community about services and issues.
- 1.2 Transition 80% of customers to ACH (electronic funds transfer) from paper checks by July 1, 2025.
- 1.3 Establish direct contact through email and texts with 100% of customers by December 31, 2024.

2 Identify Target Audience:

- 2.1 Our primary audience is community residents, local businesses, and the media.
- 2.2 Tailor our messages to resonate with each specific audience segment.

3 Key Messages:

- 3.1 Develop clear and concise messages that align with our objectives and review annually.
- 3.2 Ensure consistency in messaging across all communication channels
- 3.3 Monthly Topics: District Financial Condition, Water Quality and Quantity, Capital Improvements, Bill Payment Procedures, District Hours, Security/Gate Issues, and Special Events.
- 3.4 Special Topics, as needed: Responsible use of water, rules regarding waste separation and recycling; Share tips to promote safety, Share progress on various operational improvements, and efforts to increase environmental sustainability.

4 Communication Channels

- 4.1 Select appropriate channels based on target audience. Common channels:
 - Direct Communication: Email; Text
 - Website: Maintain an informative, user-friendly website with updates, FAQs, and resources.*
 - Social Media (Utilize platforms like Facebook/Instagram and maybe NextDoor until emails are being used for regular updates, tips, & community engagement)*
 - Newsletters (email or physical)*
 - Community Meetings: Host town hall meetings for face-to-face interaction.*
 - Educational Programs: Workshops, webinars, & seminars on conservation, waste management, & security*
 - Local Media (newspapers)*

5 Content Calendar:

- 5.1 Plan a content calendar to ensure regular communication; schedule specific calendar topics
- 5.2 Align content with events, holidays or specific initiatives

6 Engagement Initiatives:

- 6.1 Develop initiatives to encourage community communication
- 6.2 Consider contests, challenges, or community events to foster engagement

7 Feedback Mechanism

- 7.1 Establish a feedback mechanism to allow the community to provide input
- 7.2 Respond promptly to feedback and address concerns

8 Crisis Communication Plan:

- 8.1 Update on an annual basis the community Emergency Response Plan which addresses crises or unexpected events.
- 8.2 Outline key messages and communication channels during emergencies.
- 8.3 Collaborate with local schools, community groups, & businesses to amplify the reach of communication initiatives.
- 8.4 Partner with environmental organizations for joint events or awareness campaigns.

9 Partnerships and Collaborations:

- 9.1 Explore partnerships with local organizations or businesses to expand our reach.
- 9.2 Collaborate on events or initiatives that align with our objectives.

10 Metrics and Evaluation:

- 10.1 Define Key Performance Indicators (KPIs) to measure the success of our strategy
- 10.2 Regularly evaluate performance and make adjustments based on data

11 Budget Allocation:

- 11.1
Allocate resources for website maintenance, social media management, print materials, and event sponsorship
- 11.2 Prioritize channels that are most effective in reaching our target audience

12 Training and Development

- 12.1 Train staff to effectively communicate with the community (Security, Admin, Operations)- Centralize data, track details, know when to elevate issues.
- 12.2 Provide resources for ongoing professional development in communication strategies.

13 Consistent Branding

- 13.1 Maintain consistent branding across all communication materials
- 13.2 Use logos, colors, and fonts that represent the identity of the service district - LT, develop identity that differentiates between the RMA and the Country Club.

14 Legal and Compliance Considerations:

- 14.1 Ensure that all communication complies with legal and compliance requirements (Brown Act, ADA, Web 2.0)
- 14.2 Consider privacy and data protection issues

15 Regular Review and Adaptation

- 15.1 Schedule quarterly reviews/recommendations of our communication strategy
- 15.2 Adapt our approach based on changing community needs, technological advancements, or other relevant factors.