



## RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 Jackson Road, Rancho Murieta, CA 95683

Office - 916-354-3700 Fax – 916-354-2082

### COMMUNICATION & TECHNOLOGY COMMITTEE

*(Directors Linda Butler and Stephen Booth)*

Special Meeting

January 16, 2023 at 8:30 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.

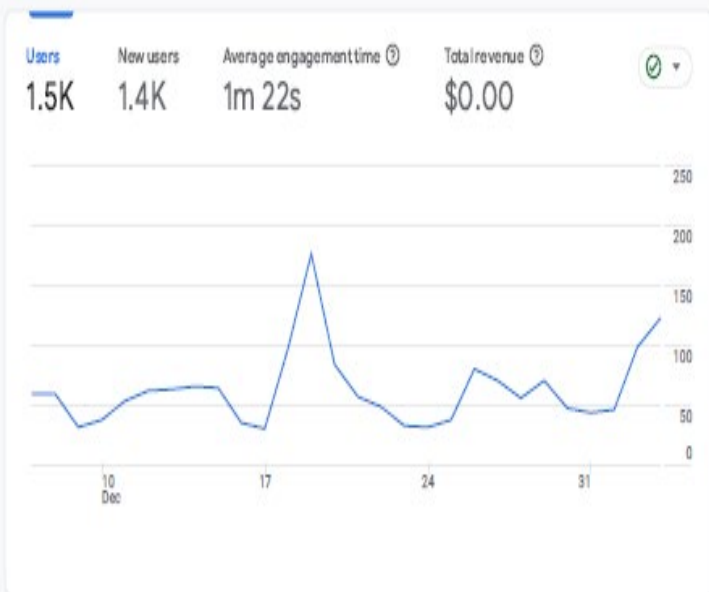
#### AGENDA

1. **Call to Order**
2. ***Discussion Item* Update on Website and Social Media**
3. ***Discussion Item* Consider Draft Communication Strategy**
4. ***Discussion Item* Proposed List of Communication Topics**
5. **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.*
6. **Directors & Staff Comments/Suggestions**
7. **Adjournment**

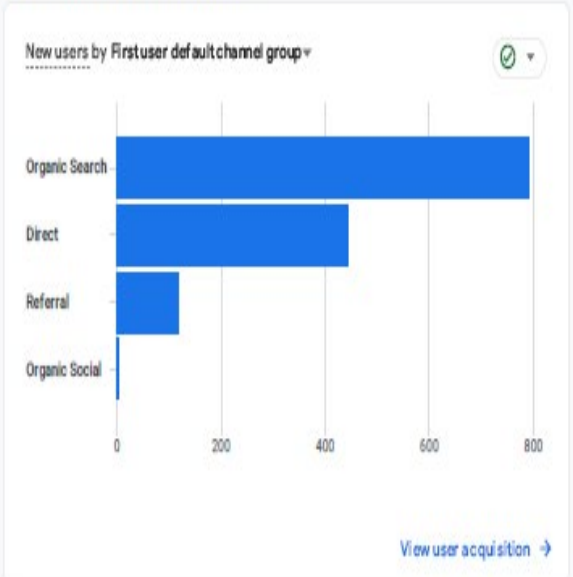
"In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 24 hours prior to a special meeting, will be made available for public inspection in the District offices during normal 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](mailto: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 January 4, 2024. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.



WHERE DO YOUR NEW USERS COME FROM?



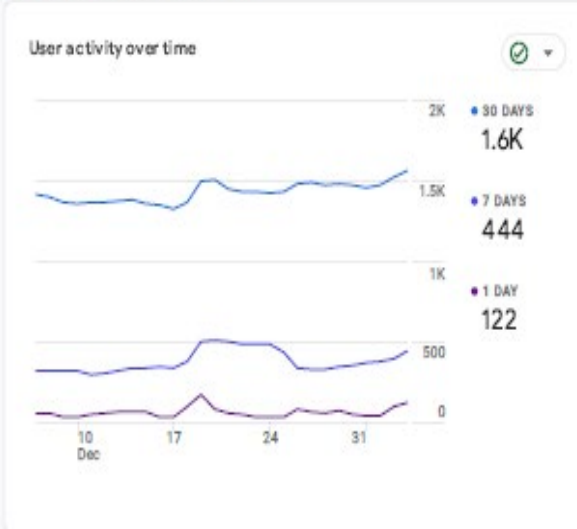
Users by Country



COUNTRY	USERS
United States	1.3K
India	24
Germany	13
Canada	7
Philippines	7
China	5
United Kingdom	5

View countries →

HOW ARE ACTIVE USERS TRENDING?



WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class



PAGE TITLE AND SCREEN ...	VIEWS
Rancho Murieta Community ...	1.1K
Pay A Utility Bill - Rancho Mur...	335
DEER CREEK/SCOTT ROAD C...	258
Employment Opportunities - ...	223
Board of Directors Meetings ...	169
DISTRICT OFFICE AND PHO...	127
Salary Schedules - Rancho M...	121

[View pages and screens: page path and scree...](#) →

Users by City



CITY	USERS
Rancho Murieta	291
San Jose	171
Sacramento	133
Los Angeles	52
Boardman	35
San Francisco	31
Elk Grove	18

[View cities](#) →

## Page Overview

Followers: 394

[Create a post](#) Last 28 days

Post reach ⓘ	1,328
Post Engagement ⓘ	123
New followers ⓘ	2

[See Details](#)

## Top Performer



REGISTER HOLIDAY GUESTS USING FASTPASS TECHNOLOGY Expecting guests for the holidays? They must be registered! Residents are required...

December 18, 2023 at 1:31 PM ·

Post Impressions ⓘ

1,253

Post reach ⓘ

1,115

Engagement ⓘ

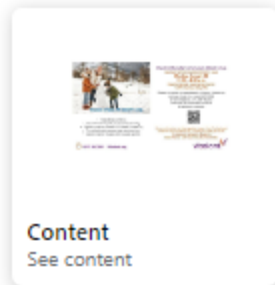
86

[See insights](#)

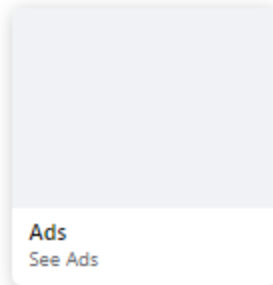
[Boost post](#)

## Content

Most recent content



Content  
[See content](#)



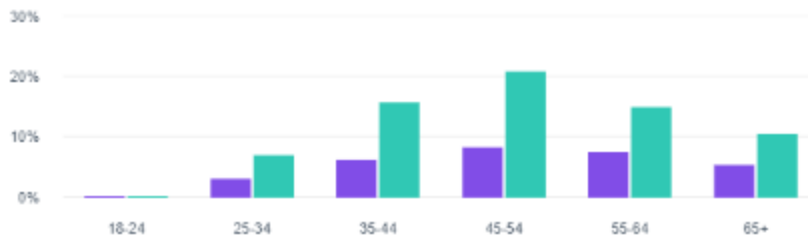
Ads  
[See Ads](#)

## Audience

394 Facebook followers

### Age and Gender

Men 30.50%  
 Women 69.50%



# Rancho Murieta Community Services District

## Draft Comprehensive Communications Strategy

### 1 Goals and Objectives:

- 1.1 Clearly define the purpose of our communication strategy (*Keep Residents Informed, Increase Awareness about the Services Provided by the District, Share Progress, Promote water conservation and responsible waste management, Enhance community Engagement and Trust, Ensure timely and accurate dissemination of information*)
- 1.2 Set measurable objectives (*Add \$1 million to reserves each Fiscal Year, Transition 90% of customers to ACH from paper checks by July 1, 2004*),

### 2 Identify Target Audience:

- 2.1 Understand who our primary audience is (community residents, local businesses, schools/educational institutions, media outlets, local government and regulatory bodies, other stakeholders)
- 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
- 3.2 Ensure consistency in messaging across all communication channels

### 4 Communication Channels

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

### 5 Content Calendar:

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

### 6 Engagement Initiatives:

- 6.1 Develop initiatives to encourage community participation
- 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 Develop a plan for addressing 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.

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

### **14 Legal and Compliance Considerations:**

14.1 Ensure that all communication complies with legal and compliance requirements.

14.2 Consider privacy and data protection issues

### **15 Regular Review and Adaptation**

15.1 Schedule regular reviews of our communication strategy

15.2 Adapt our approach based on changing community needs, technological advancements, or other relevant factors.

## Proposed Key Messages

- Emphasize the importance of water conservation and responsible use.
- Highlight the district's commitment to environmental sustainability.
- Showcase the benefits of recycling wastewater for irrigation.
- Encourage active participation in waste separation and recycling efforts.
- Reassure the community about the effectiveness of security and patrol services.

Share updates regarding:

- Audits
- Budgets
- Capital Improvements
- Bills/Bill Payment Procedures
- District Hours/Holiday Hours
- Special Events (ex: Townhall Meeting)
- Potential Health Hazards (Cyanobacteria)
- Water Quality
- Waste Collection