



## AGENDA

### PUBLIC RELATIONS COMMITTEE MEETING THURSDAY, OCTOBER 05, 2017, 6:00 P.M.

Castro Valley Sanitary District, Board Room  
21040 Marshall Street  
Castro Valley, California 94546

Melody Appleton  
*President*

Timothy McGowan  
*President Pro Tem*

Daniel M. Akagi  
*Secretary*

Dave Sadoff  
*Secretary Pro Tem*

Ralph Johnson  
*Board Member*

Roland P. Williams, Jr.  
*General Manager*

1. **Call to Order and Roll Call.**
2. **Items from the Public.** (The public in attendance may speak on any matter within the jurisdiction of the Committee, limited to three minutes per speaker.)
3. **Minutes from Previous Meeting on April 25, 2017.**
4. **2018 Calendar and 16/17 Annual Report Layout Review.**
5. **Calendar Resident Survey.**
6. **Website Redesign Request for Proposal Timeline.**
7. **CVSan Crisis Communication Plan.**
8. **Public Relations Committee Work Plan.**
9. **Community Group Outreach Application Process.**
10. **Facebook Advertising Analytics.**
11. **Zero Waste Microsite.**
12. **Zero Waste Characters Animation.**
13. **Upcoming Meetings (schedule next two meetings):**
14. **Miscellaneous Comments from Committee Members and staff.**
15. **Adjournment of Meeting.**

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**TO:** Board of Directors  
**FROM:** Natalie Croak, Public Outreach Specialist  
**SUBJECT:** April 25, 2017 Public Relations Committee Meeting Minutes  
**DATE:** April 27, 2017

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On Tuesday, April 25, 2017 CVSan Board Members Melody Appleton and Ralph Johnson met as the Public Relations (PR) Committee. General Manager Roland Williams (Manager) and Public Outreach Specialist (POS) Natalie Croak were also in attendance.

1. ***[Call to Order.]***

The meeting was called to order by Chair Appleton at 6:42 p.m.

2. ***[Items from the Public.]***

No members of the public were in attendance.

3. ***[2017 Calendar/Annual Report Project.]***

POS Croak presented the 2017 Calendar/Annual Report Project Report (Calendar). Member Johnson stated that he liked that the Community Advisory Committee (CAC) was involved with the Calendar process. The Committee had no other comments.

4. ***[Center Street Public Tour.]***

Manager Williams presented the survey that will be given to Center Street Public Tour (Public Tour) participants. Member Johnson stated that the survey should have an explanation of why the move to Center Street is necessary. Manager Williams stated that this information will be included in the Public Tour brochure. The Committee requested more time to look over the survey. POS Croak agreed to email an electronic copy to the Committee.

POS Croak presented the Castro Valley Forum ad and press release for the Public Tour. Chair Appleton asked POS Croak to send these documents to the Committee members so they can review it with the Board at the Regular May Board Meeting.

Chair Appleton suggested that Manager Williams make a presentation about Center Street at an upcoming Rotary meeting. Manager Williams stated that he would announce the Public Tour at the next Rotary meeting.

Chair Appleton asked if the Center Street project will still include LEED architecture. Manager Williams stated that the project will qualify for at least LEED-Silver.

Chair Appleton suggested adding a link to the Center Street webpage to a top five FAQs related to the project, such as what does LEED-certified mean. She also

suggested mailing a Public Tour flyer to all residents who live near the Center Street property.

5. ***[Printer Request for Proposal (RFP).]***

POS Croak asked the Committee if they would like to see the next printer RFP be restricted to Alameda County Green Businesses or companies whose practices align with CVSsan's environmentally preferable purchasing policy. The Committee decided that the RFP process should be open to all companies that align with CVSsan's environmentally preferable purchasing policy but the RFP will state that Alameda County Green Businesses are preferred. Member Johnson stated that he supported removing the Alameda County Green Business requirement because it will open the RFP process to Contra Costa County businesses. Manager Williams stated that he was in favor of removing the requirement as well because it will ensure CVSsan receives the lowest quotes.

6. ***[Zero Waste Microsite.]***

POS Croak presented the Zero Waste Microsite. Chair Appleton asked if it is a Content Management System (CMS) website. POS Croak stated that it was. Chair Appleton stated that she had a hard time adjusting to the site's large vertical navigation. POS Croak stated that the website was in mobile view and the navigation is not as large in desktop mode.

7. ***[Outreach Method Analytics.]***

POS Croak presented analytics on CVSsan's Facebook and Twitter accounts, and website. The Committee had no comments.

8. ***[Email Marketing Providers.]***

POS Croak presented a memo recommending MailChimp as CVSsan's email marketing provider. Chair Appleton asked if staff can manage the unsubscribe feature in the free version of MailChimp. POS Croak stated that she would research it for the Committee.

9. ***[2017 Events Outreach Schedule.]***

Manager Williams presented the 2017 CVSsan events outreach schedule, stating that he wants CVSsan to create a process where all organizations and special event coordinators who are interested in having CVSsan staff members speak or table at an event need to apply by a specific date. Chair Appleton stated that she was in favor of the idea if organizations know that just applying will not guarantee that CVSsan will be able to attend.

10. ***[Miscellaneous Comments from Committee Members and Staff.]***

POS Croak presented a draft of the Rodeo Parade vehicle signage. Manager Williams stated that he believed the sign's photograph did not quite fit with the "Less Stuff. More of What's Meaningful." tagline.

Manager Williams stated that he is drafting a rate adjustment FAQ sheet that will be presented at the May Board Meeting.

Chair Appleton recommended that staff watch the documentary *Racing to Zero*.

**11. [Adjournment of Meeting.]**

Being there were no further items, Chair Appleton adjourned the meeting at 7:56 p.m.



**TO:** Public Relations Committee  
**FROM:** Naomi Lue, Solid Waste Supervisor & Natalie Croak, Public Outreach Specialist  
**SUBJECT:** 2018 Calendar Survey  
**DATE:** September 22, 2017

**Background:** CVSan’s first Calendar was produced in 1997 and its first Annual Report was produced in 2003 (FY 2002/03). The two documents were combined beginning with the 2005 Calendar and 2003/04 Annual Report, and mailed to all CVSan customers. When the Annual Report was first created, it was mailed to select recipients and strategic partners. Since the discontinuation of the Recycled Art Contest in 2010, CVSan calendars feature a new theme each year.

**Topic:** Staff has discussed the impact of continuing to produce the publication, and has questioned if CVSan should continue to produce and mail a hard copy. Rather than guess what customers are doing with their Calendar and Annual Reports (CAR), staff has discussed conducting a brief survey included in the upcoming 2018 Calendar.

Questions/Considerations of mailing a hard copy CAR:

- Do customers read the Annual Report? Would they prefer the Annual Report be available online but not mailed to them?
- Do customers find the published dates and contents of the Calendar helpful?
- Would an online or mobile-friendly version of the Calendar be more accessible and useful?
- Do customers keep/ post their CAR for the year?
- Over 175,000 pieces of paper are printed on each year.
- CVSan has received a handful of reports from residents who immediately recycle the publication and do not keep it.
- CVSan has received a handful of complaints from residents who think the publication is a waste of money.

**Staff Recommendation:** Staff recommends that the Public Relations Committee direct staff to conduct a survey via the 2018 Calendar (to be printed November 2017 for release December 2017) to inform customers of the cost of the publication, and succinctly survey customers keeping in mind the Questions/Considerations above.

**Fiscal Impact:** Below is a summary of the cost and staff time associated with creating the CAR each year since 2009.

| Year | #k Printed | #k Pgs Printed | Staff Hours | Staff Cost (Burdened) | Printing    | Postage    | Copy Editing | Total Cost         | Per Unit Cost |
|------|------------|----------------|-------------|-----------------------|-------------|------------|--------------|--------------------|---------------|
| 17   | 20.5       | 184.5          | 186         | \$10,0933.33          | \$22,133.00 | \$6,841.74 | \$1,569.75   | <b>\$40,637.82</b> | <b>\$1.98</b> |
| 16   | 20         | 180            | 145         | \$7,578.64            | \$23,182.25 | \$7,408.08 | \$1,569.75   | <b>\$39,738.72</b> | <b>\$1.99</b> |
| 15   | 19.5       | 175.5          | 74          | \$4,201.84            | \$17,778.14 | \$3,697.06 | \$1,569.75   | <b>\$27,246.78</b> | <b>\$1.40</b> |
| 14   | 19.5       | 175.5          | 93          | \$5,206.04            | \$19,210.00 | \$3,697.06 | \$1,495.00   | <b>\$29,608.10</b> | <b>\$1.52</b> |
| 13   | 19.5       | 175.5          | 112         | \$6,046.89            | \$23,270.60 | \$3,445.62 | \$1,495.00   | <b>\$34,258.11</b> | <b>\$1.76</b> |
| 12   | 19.5       | 175.5          | 181.5       | \$8,429.36            | \$23,138.70 | \$3,354.55 | \$1,495.00   | <b>\$36,417.61</b> | <b>\$1.87</b> |
| 11   | 24         | 216            | 140.5       | \$8,626.48            | \$22,972.25 | \$1,350.00 | N/A          | <b>\$32,948.73</b> | <b>\$1.37</b> |

|    |    |     |     |            |             |            |     |                    |               |
|----|----|-----|-----|------------|-------------|------------|-----|--------------------|---------------|
| 10 | 24 | 216 | 113 | \$6,553.00 | \$22,972.25 | \$1,350.00 | N/A | <b>\$30,875.25</b> | <b>\$1.29</b> |
| 09 | 24 | 216 | 93  | \$5,080.77 | \$22,972.25 | \$1,350.00 | N/A | <b>\$29,403.02</b> | <b>\$1.23</b> |

**Survey Design:** The following is draft survey language for the Committee's consideration.

Every December since 2005, Castro Valley Sanitary District (CVSan) has mailed a Calendar & Annual Report to all customers within CVSan's service area. Please fill out and mail the short questionnaire below to provide CVSan with your thoughts on this service. You can also complete this online at \_\_\_\_\_.

1. Each year the cost of designing, printing, and mailing CVSan's Calendar & Annual Report is \$1.50-\$2.00 per household. Do you think that this is a service CVSan should continue to provide?
  - Yes, CVSan should continue to print and mail the Calendar & Annual Report to all customers.
  - I am indifferent to the Calendar & Annual Report.
  - No, CVSan should discontinue printing and mailing the Calendar and post the Annual Report online only.
  
2. If CVSan were to offer an electronic version of the events calendar on its website, allowing residents to add events into their own personal calendars, would you use this service?
  - Yes
  - No
  
3. Please provide any additional comments in the space below:



**MEMORANDUM TO:** Public Relations Committee

**FROM:** Public Outreach Specialist, Natalie Croak

**SUBJECT:** Website RFP Timeline

**DATE:** May 31, 2017

A redesign of CVSan's website has been approved for the 2018-19 fiscal year. Below, please find a timeline and staff assignments for the project.

| No  | Task  | Deadline         | Staff Assignment                                  |
|-----|---|------------------|---|
| 1.  | Create timeline for RFP process   | June 15, 2017    | Natalie   |
| 2.  | Provide lists of vendors and RFP model  | August 11, 2017  | Natalie, IT Committee                             |
| 3.  | Coordinate staff wish list of website enhancements ( <i>due to NC on Sept. 15</i> ) | August 15, 2017  | Natalie   |
| 4.  | Review RFP timeline with PR Committee   | October 5, 2017  | Natalie, Roland                                   |
| 5.  | IT Committee reviews wish list  | October 17, 2017 | IT Committee, Natalie                             |
| 5.  | Receive feedback from CAC   | November 9, 2017 | Natalie   |
| 6.  | Draft RFP   | March 2, 2018    | Natalie, Zaneta                                   |
| 7.  | Review RFP ( <i>comments due to NC on Mar. 19</i> )                                 | March 5, 2018    | Natalie, Lanlogic, IT Committee                   |
| 9.  | Issue RFP   | May 1, 2018      | Natalie   |
| 10. | Question & Answer Period  | May 1-30, 2018   | Natalie   |
| 11. | RFPs due by 2:00 p.m.   | May 31, 2018     | Vendors   |
| 12. | Create timeline for phases of website redesign                                      | June 1, 2018     | Natalie   |
| 13. | Create summary table of quoted rates  | June 5, 2018     | Intern  |
| 14. | Review quotes and select vendor for Board review/ approval                          | June 8, 2018     | Natalie, Zaneta, Application Specialist, Lanlogic |

|     |   |               |                        |
|-----|---|---------------|------------------------|
| 15. | Prepare vendor recommendation memo for the July Board Meeting; Roland review vendor scoring and recommendation prior to recommendation memo being submitted | June 15, 2018 | Natalie, Roland        |
| 16. | Board to review/ approve website vendor selection   | July 3, 2018  | Board                  |
| 17. | Prepare agreement and all follow-up letters (award letter w/ 3 copies of agreement for wet signatures + "thank you for submitting proposal" letters)        | July 5, 2018  | Zaneta                 |
| 18. | Call selected vendor and arrange for agreement signature  | July 5, 2018  | Natalie                |
| 19. | Follow-up letters mailed  | July 6, 2018  | Office Assistant       |
| 20. | Agreement signed (2 wet signatures: ZL/ vault; mail one to vendor)  | July 31, 2018 | Roland, Vendor, Zaneta |

Cc: R. Williams, N. Lue, Z. Luna, L. Lochrie, G. Williams





**TO:** Roland Williams, General Manager  
**FROM:** Natalie Croak, Public Outreach Specialist  
**SUBJECT:** CVSan Crisis Communications Plan  
**DATE:** September 21, 2017

This memo outlines recommendations for external and internal communications in crisis situations.

**Likely CVSan Crisis Situations:**

The following have been identified as the most likely situations to elicit a crisis response:

- Natural Disasters
- Infrastructure Failure
- Disruption of Solid Waste Service (Strikes, Vehicle Accidents)
- Board Member/ Staff Misconduct or Injury

**Critical Stakeholders:**

In the event of a crisis, CVSan will communicate to the following audiences:

| Audience                      | Way to Communicate/Reach   |
|-------------------------------|--|
| CVSan Residents (General)     | Press release, social media posts, website announcement from Natalie (Public Outreach Specialist).   |
| Public Affected by the Crisis | On-the-ground staff members.   |
| Community Stakeholders        | Phone calls from Roland (General Manager).   |
| CVSan Employees               | Email and phone calls to all relevant employees from Stacy (Administrative Assistant) explaining the situation. Phone calls from Stacy to staff's emergency contacts if necessary. |
| Board Members                 | Email and phone calls from Roland (General Manager).   |
| Media                         | Press release from Natalie (Public Outreach Specialist). Phone and email inquiries monitored by Christine (Administrative Technician) and forwarded to Roland (General Manager).   |

**Crisis Communication Checklist:**

The following is a step-by-step list of the actions that should be taken once CVSan is alerted of a crisis in the order that they should occur:

1. Notify CVSan staff and Board of the situation
2. Distribute CVSan Staff Roles during a Crisis (found below) to relevant staff
3. Contact community stakeholders directly if necessary
4. Issue holding statement until press release is drafted

5. Issue press release and write website homepage announcement
6. Determine if a website homepage slide is necessary
7. Write social media posts if necessary

**CVSan Staff Roles during a Crisis:**

Below are the roles that staff members will play during a crisis situation. Every role has a backup staff member to ensure that there is complete coverage.

| Name   | Role   |
|--|--|
| <b>Roland</b> (General Manager)  | <ul style="list-style-type: none"> <li>• Primary CVSan Spokesperson</li> <li>• Primary Board and community stakeholder communication</li> <li>• Approves all communications</li> <li>• Backup liaison to Waste Management (WM)</li> </ul>  |
| <b>Naomi</b> (Solid Waste Supervisor)  | <p><i>In event of disruption of solid waste service:</i></p> <ul style="list-style-type: none"> <li>• Provide information to spokesperson and Public Outreach Specialist</li> <li>• Primary liaison to WM</li> <li>• Backup Board and community stakeholder communication</li> <li>• Backup CVSan spokesperson</li> <li>• Backup press release approval</li> </ul> |
| <b>Greg/Landon</b> (Collection System Maintenance Supervisor/Engineering Supervisor) | <p><i>In event of infrastructure failure:</i></p> <ul style="list-style-type: none"> <li>• Provide information to spokesperson and Public Outreach Specialist</li> <li>• Backup Board and community stakeholder communication</li> <li>• Backup CVSan spokesperson</li> <li>• Backup press release approval</li> </ul>   |
| <b>Natalie</b> (Public Outreach Specialist)  | <ul style="list-style-type: none"> <li>• Issue holding statement and press releases</li> <li>• Website updates/ announcements</li> <li>• Write social media posts and monitor social media accounts</li> <li>• Monitor media and notify spokesperson accordingly</li> </ul>  |
| <b>Stacy</b> (Administrative Assistant)  | <ul style="list-style-type: none"> <li>• Communicating to staff</li> <li>• Backup phone coverage (public): will forward calls to primary or backup spokesperson</li> <li>• Primary for Public Records Act requests</li> </ul>  |

|  |   |
|--|---|
| <b>Zaneta</b> (Administrative Supervisor)    | <ul style="list-style-type: none"> <li>• Backup communication to staff</li> <li>• Backup responder for <a href="mailto:contact@cvsan.org">contact@cvsan.org</a>: will forward emails to primary or backup spokesperson</li> <li>• Backup for monitoring media and notifying spokesperson accordingly</li> <li>• Backup for Public Records Act requests</li> <li>• Point of contact if General Manager and all other Department Heads are unavailable</li> </ul> |
| <b>Christine</b> (Administrative Technician) | <ul style="list-style-type: none"> <li>• Primary phone coverage (public): will forward calls to primary or backup spokesperson</li> <li>• Backup website updates/ announcements</li> <li>• Backup for writing social media posts and monitoring social media accounts</li> <li>• Primary responder for <a href="mailto:contact@cvsan.org">contact@cvsan.org</a>: will forward emails to primary or backup spokesperson</li> </ul>                               |

**Media List:**

In the event of a crisis, the following media outlets will be contacted:

- **ABC 7 News**  
[KGO-TV.Programming@abc.com](mailto:KGO-TV.Programming@abc.com) or (877) 222-7777
- **Castro Valley Forum**  
[fredz@ebpublishing.com](mailto:fredz@ebpublishing.com) or (510) 537-1792
- **Castro Valley Television**  
[castrovalleytelevision@gmail.com](mailto:castrovalleytelevision@gmail.com) or (510) 331-9112
- **East Bay Times**  
[cburt@bayareanewsgroup.com](mailto:cburt@bayareanewsgroup.com) [rparr@bayareanewsgroup.com](mailto:rparr@bayareanewsgroup.com) or (925) 935-2525
- **KRON 4**  
[4listens@kron4.com](mailto:4listens@kron4.com)
- **KTVU 2**  
[newstips@foxtv.com](mailto:newstips@foxtv.com) or (510) 874-0242
- **Patch.com**

**Community Stakeholders:**

In the event of a crisis, review the list below and determine which, if any, community stakeholders should be directly contacted.

## **Schools**

- *Castro Valley Unified School District*  
Working Hours: (510) 537-3000: Maintenance Office ext. 6900 / Business Services ext. 1212 / Superintendent office ext. 1211  
After Hours: Director Maintenance and Operations (510) 755-0016 / Operations Supervisor (510) 719-1074
- *Our Lady of Grace School*  
Susan Anderson, Principal  
[sanderson@cndo.org](mailto:sanderson@cndo.org) or (510) 581-3155  
  
Chrystalla Sanchez, Secretary  
[Csanchez@cndo.org](mailto:Csanchez@cndo.org) or (510) 581-3155
- *Redwood Christian Schools*  
Alyssa Kiefer, Office Manager (510) 889-7526

## **Government Agencies**

- *Alameda County Public Works Agency*  
(510) 670-5500
- *Hayward Area Recreational and Park District*  
Daniel A. Giammona, Park Superintendent & Manager of Golf Operations  
[gjad@haywardrec.org](mailto:gjad@haywardrec.org) or (510) 881-6716
- *Supervisor Nate Miley*  
Austin Bruckner, Scheduler/ Administrative Assistant  
[austin.bruckner@acgov.org](mailto:austin.bruckner@acgov.org) or (510) 504-7781  
  
Kamika Dunlap, Chief of Staff  
[kamika.dunlap@acgov.org](mailto:kamika.dunlap@acgov.org) or (510) 381-9017

## **Homeowners' Associations**

- *Mesa Verde Homeowners' Association*  
(510) 888-8965
- *Palomares Hills Homeowners' Association*  
(510) 538-0573

## **Retirement Communities**

- *Almond Road Senior Estates*  
(510) 886-0341
- *Baywood Court Retirement Community*  
(510) 925-4509
- *East Bay Post-Acute Healthcare Center*  
(510) 351-3700

- *Fairbanks Homecare*  
(510) 889-1948
- *Fern Lodge, Inc.*  
(510) 886-2448
- *Oak Creek Alzheimer's & Dementia Care Community*  
(510) 889-7515
- *Quechi's Place*  
(510) 881-3341
- *Redwood Convalescent Hospital*  
(510) 537-8848
- *Redwood Road Care Home*  
(510) 703-8063
- *St. John Kronstadt Care Center*  
(510) 889-7000
- *Valley Manor Residential Care*  
(510) 538-3030
- *Valley Pointe Nursing & Rehab*  
(510) 538-8464
- *Villa at Castro Valley*  
(510) 582-2765
- *Wisteria Care Center*  
(510) 727-9169
- *Woodside-Nightingale Senior Retirement Home*  
(510) 538-7262

### **Other**

- *Castro Valley Chamber of Commerce*  
Ashley Strasburg, Executive Director  
[ashley@castrovalleychamber.com](mailto:ashley@castrovalleychamber.com) or (510) 537-5300
- *Eden Medical Center*  
Emma Dugas, Communications Coordinator  
[dugasE@sutterhealth.org](mailto:dugasE@sutterhealth.org) or office (510) 869-8237 or cell (510) 325-8387

**Holding Statement and Press Release Templates:**

Issue the holding statement as soon as possible until the official press release on the crisis is completed. CVSan’s holding statement can be found at the end of this document.

Once the holding statement has been issued, create a website announcement that links to the statement. Change the link to the press release after it is written. Use the *Frequently Asked Questions During an Emergency* section as a guide to write the press release.

**Board Protocol:**

Board Members will receive information about the crisis directly from the General Manager and will be instructed to only provide information to the public that has been approved by the General Manager.

If the public or media contacts a Board Member before the General Manager has called them, they may release the following holding statement, “On behalf of the CVSan Board of Directors, I would like to extend my sympathy to those affected by this crisis. More information about the situation is currently being gathered and will be released as soon as possible.”

**Frequently Asked Questions During an Emergency:**

Below is a list of the most common questions asked by the media and the public during a crisis. Prior to issuing any written or verbal response, review the relevant questions below and ensure that you have adequate answers:

| <b>The Five W’s (Plus One): Use for all Situations</b> |
|--|
| • Who is effected?                                     |
| • What happened?                                       |
| • When did it happen?                                  |
| • Where did it happen?                                 |
| • Why did it happen?                                   |
| • What is CVSan doing about the situation?             |

| <b>Accountability: Use for all Situations Except Natural Disasters</b>   |
|--|
| • Whose fault is this?   |
| • Was anyone negligent? If so, who?  |
| • What else can go wrong?  |
| • What is CVSan doing to make sure this does not happen again?   |
| • Has this happened before? When/ where?   |
| • Could this happen again?   |
| • Why couldn’t CVSan prevent this from happening?  |
| • Was there a warning?   |
| • Could this have been worse?  |
| • Will CVSan or an outside organization investigate this situation? What will be the focus of the investigation? |

## Injuries

- Were people injured or killed?
- Who are they and what is their condition?
- Are they receiving help or treatment? Where?
- Will they survive?
- Are other people (employees, public) at risk?

## Disruption of Garbage Service

### Route Disruption (ex. Vehicle Accident)

- Where is the disruption?
- How did it happen?
- Road closed?
- Detour?
- How long?
- Was anyone injured?
- Was the driver under the influence of a substance?

### District-Wide Disruption (ex. Strike)

- What happened?
- Who is the generator of the disruption?
- Will services be affected?
- When will labor and management be meeting again?

## Infrastructure Failure / Natural Disasters

### SSO Related Questions

- How large is the spill?
- Is it contained? If not, when will it be contained?
- How will this spill affect Castro Valley's creeks, Lake Chabot, or the Bay?
- Is public health at risk?
- How will you clean it up?
- Who will oversee the clean up? Will other agencies be providing oversight to the cleanup?

### General Infrastructure Failure Questions

- Will CVSsan's operations be affected? How?
- How has CVSsan prepared to deal with this problem?
- Is there damage to CVSsan's facilities/ equipment? What is the estimated cost of this damage?
- How long will a temporary fix take?
- How long will a permanent fix take?

### Public Related Questions

- What do customers need to do? (Avoid doing laundry, taking showers, etc.)
- What could happen if customers do not follow CVSsan's recommendations?
- What should people who are without sewer service do?
- What parts of CVSsan's service area without service?

- How long will the public be without service?

### **Spokesperson Biographies:**

#### **Roland Williams**

Roland Williams is the General Manager for CVSan. He is responsible for providing oversight to all activities of CVSan. He has been the General Manager since 2002. Prior to his appointment as General Manager, Roland was the Collection System Manager for CVSan for seven years.

#### **Naomi Lue**

Naomi Lue is the Solid Waste Supervisor and has been with CVSan since 2002. As the Department Head for Solid Waste, Naomi is responsible for overseeing CVSan's Zero Waste Strategic Plan, franchised collection and disposal agreements, directing and managing Castro Valley's source reduction and diversion programs, events, grants, and developing educational programs and marketing materials.

#### **Landon Lochrie**

Landon is the Associate Engineer and has been with the CVSan Engineering Department for over six years. He is responsible for overseeing the Engineering Department, which handles the day-to-day engineering responsibilities including lateral repair permits, plan review, and the pre-treatment program. The Engineering Department is also responsible for evaluating and executing the CVSan sewer system Capital Improvement Program.

#### **Greg Williams**

Greg Williams is the Collection System Department Supervisor and has been with CVSan since 2002. As team leader, Greg provides direction and support for the members of the collection system department. He is responsible for assigning, supervising, and reviewing the results of preventative maintenance, corrective maintenance, pipeline inspections, and other activities performed by the team.

### **Other CVSan Emergency Plans:**

CVSan has other plans that should be used in an emergency, including SSMP, the WMAC Emergency Action & Contingency Plan Program, and the IT Emergency Plan.



**For Immediate Release**  
**Date**

**Contact: Natalie Croak**  
**(510) 537-0757 ext. 124**

**Crisis Holding Statement Title**

**CASTRO VALLEY, CA --** [In the first paragraph describe everything that is currently known about the crisis. Include who is involved/ affected by the crisis, what is happening, when the crisis first occurred or was brought to the attention of CVSan staff, what areas are affected, etc.] [Add a sentence that shows compassion/ empathy.]

CVSan is currently coordinating its activities with responders now at the scene and other involved agencies. We will be providing further information as soon as it is available. The next update is expected at [time] and will be released on [www.cvsan.org](http://www.cvsan.org) and in media briefs. Affected residents can reach CVSan with questions at 510-537-0757 or [contact@cvsan.org](mailto:contact@cvsan.org).

**About CVSan:** Castro Valley Sanitary District (CVSan) is a public agency organized under the Health and Safety Code of the State of California. As a California Special District, CVSan is responsible for the operation and maintenance of the sanitary sewer collection system within the unincorporated community of Castro Valley. CVSan is also in charge of the administration of a solid waste collection franchise, and the implementation and administration of state and local mandated recycling programs, among other duties.

— 30 —

Emailed to: CV Forum, East Bay Times, CV Patch, Castro Valley Television, **Community Stakeholders**

cc: **WMAC – J. France, V. Barberis, B. Perez**

CVSan - \_\_\_\_\_  
R. Williams, N. Lue, L. Lochrie, G. Williams, Z. Luna  
\_\_\_\_\_  
N. Croak-web, C. Summers-file



**TO:** Public Relations Committee

**FROM:** Public Outreach Specialist, Natalie Croak

**SUBJECT:** Public Relations Committee Work Plan

**DATE:** September 11, 2017

**Issue:** Currently, Public Relations (PR) Committee meetings are scheduled on an ad-hoc basis. With the addition of the Public Outreach Specialist position, more resources can be devoted to developing a work plan to guide Committee meeting topics.

**Recommendation:** It is recommended that the PR Committee meet a minimum of four times annually and follow a work plan that is updated on an annual basis. Topics can be added to the work plan throughout the year.

The recommended months are listed below, along with a rough outline of topics for each meeting. For reference, January and April 2017 meeting agenda topics are listed as well.

| Meeting Date   | Agenda Topics   |
|----------------|---|
| January 2017   | <ul style="list-style-type: none"> <li>• Proposition 218 Mailing</li> <li>• 2018 Calendar Timeline</li> <li>• Zero Waste Microsite</li> <li>• New Resident Packet</li> <li>• Wastewater Outreach</li> <li>• Center Street Outreach</li> <li>• 2017 Public Outreach Specialist Forecast</li> </ul>                                       |
| April 2017     | <ul style="list-style-type: none"> <li>• 2017 Calendar Report</li> <li>• Center Street Public Tour</li> <li>• Printer Request for Proposal (RFP)</li> <li>• Zero Waste Microsite</li> <li>• District Analytics Overview</li> <li>• Email Marketing Providers</li> <li>• 2017 Event Outreach Schedule</li> </ul>                         |
| September 2017 | <ul style="list-style-type: none"> <li>• 2018 Calendar Layout Review</li> <li>• Calendar Survey</li> <li>• Facebook Advertising Analytics</li> <li>• Zero Waste Microsite</li> <li>• Website RFP Timeline</li> <li>• Crisis Communications Plan</li> <li>• Zero Waste Characters Animation</li> <li>• PR Committee Work Plan</li> </ul> |

|                |   |
|----------------|---|
|                | <ul style="list-style-type: none"> <li>• Community Group Outreach Application Process</li> </ul>  |
| November 2017  | <ul style="list-style-type: none"> <li>• 2018 Calendar Update</li> <li>• 2018 Public Outreach Specialist Forecast</li> <li>• 2018 Pipeline Theme Memo</li> <li>• 2017 Fall Festival Report</li> <li>• Center Street Outreach</li> <li>• Inspection Upon Sale</li> </ul> |
| January 2018   | <ul style="list-style-type: none"> <li>• New Wastewater Brochures</li> <li>• Wastewater Outreach</li> <li>• 2019 Calendar Timeline</li> <li>• 2018 Event Outreach Schedule</li> <li>• Single-Family Residential Outreach</li> <li>• Mailchimp Update</li> </ul>         |
| April 2018     | <ul style="list-style-type: none"> <li>• 2018 Calendar Report</li> <li>• 2019 Calendar Theme</li> <li>• District Analytics Overview</li> </ul>  |
| September 2018 | <ul style="list-style-type: none"> <li>• 2019 Calendar Layout Review</li> </ul>   |
| November 2018  | <ul style="list-style-type: none"> <li>• 2019 Calendar Update</li> <li>• 2019 Public Outreach Specialist Forecast</li> <li>• 2019 Pipeline Theme Memo</li> <li>• 2018 Fall Festival Report</li> <li>• District Analytics Overview</li> </ul>                            |

**Fiscal Impact:** None.

**Background:** Since 2013, the PR Committee has met on average three to four times annually. Below are the months that PR Committee meetings were held during previous years. Meeting four times annually will keep in line with the current meeting pattern.

**2016:** March, April, September, November

**2015:** March, April, June, August, November

**2014:** February, June, September

**2013:** April, July, October

**2012:** January, March, April, June, July, August, October, November

**2011:** January, February, April, July, October, November

**Goals Achieved:** Having a work plan outlining agenda topics and date timelines will help staff and Board plan more efficiently for large public facing projects.

**Attachments:** None.