

Kirkwood Meadows Public Utility District

Communications Committee

REGULAR MEETING NOTICE

NOTICE IS HEREBY GIVEN that the Communications Committee of the Kirkwood Meadows Public Utility District has called a Regular Meeting of the Committee to be held on **Thursday, January 11, 2024 at 2:30 PM** via Zoom at: <https://us02web.zoom.us/j/89141086495>

HOW TO PARTICIPATE / OBSERVE THE MEETING:

Telephone: Call Zoom at (669) 900-6833 and enter Meeting ID# **891 4108 6495** followed by the pound (#) key.

Computer: Follow this link to join the meeting automatically: <https://us02web.zoom.us/j/89141086495>

Mobile: Open the Zoom mobile app on a smartphone and enter Meeting ID# **891 4108 6495**

ACCESSIBILITY INFORMATION:

Committee meetings are accessible to people with disabilities and others who need assistance. Individuals who need special assistance or a disability-related modification or accommodation (including auxiliary aids or services) to observe and/or participate in this meeting and access meeting-related materials should contact the District, at least 48-hours before the meeting at (209) 258-4444 or info@kmpud.com. Advanced notification will enable the District to swiftly resolve such requests and ensure accessibility.

Kirkwood Meadows Public Utility District

Communications Committee

REGULAR MEETING NOTICE

- 1) **Communications Committee Charter.** Discussion & possible action.
- 2) **Communications Committee 2 Year Vision Plan.** Discussion & possible action.
- 3) **Customer Communication Policies.** Discussion & possible action.
 - a) General Protocols/Procedures – DRAFT
- 4) **Future Topics**
- 5) Next Meeting/Staff Recommendation: *Thursday, February 8, 2024, 2:30 PM.*

The Kirkwood Meadows Public Utility District is an equal opportunity provider and employer.

In compliance with the Americans with Disabilities Act, if you are a disabled person and you need a disability-related modification or accommodation to participate in this meeting, please contact the District at (209) 258-4444, by email to jqillies@kmpud.com. Requests must be made as early as possible, and at least two business days before the meeting.

**Kirkwood Meadows Public Utilities District
BOARD OF DIRECTORS**

**COMMUNICATIONS COMMITTEE
CHARTER**

PURPOSE: The Communications Committee is established as a Standing Committee of the Board of Directors whose primary duties are to oversee communications with other governmental entities, non-governmental entities, and customers; communications policies; and network security, database management, policies and updates that may be required to ensure the District’s information technology system remains protected, compliant, and current with technological capabilities or regulations. The Committee reviews for recommendation to the Board communications policies, system updates, identified vulnerabilities, and recommended solutions as prepared by Staff. The Committee shall review and recommend policies and procedures consistent with current “best practices” for districts of similar size and complexity when necessary.

MEMBERSHIP: The Communications Committee shall consist of up to seven members consisting of two Directors, and from one to five Community members.

The Committee may include ex-officio members such as IT consultants and advisors as may be recommended by the Committee and authorized by the Board.

The Committee may establish such subcommittees as it believes are necessary to fulfill its purpose.

MEMBERSHIP TERM: The term for the Board members shall be two years. The term for each of the Community members shall be for two years, and the ~~President of the~~ Board may re-appoint Community members at the end of their terms based on interest and participation, and whether other qualified candidates have declared an interest to serve.

COMMITTEE CHAIR: One of the two Board members shall serve as Committee Chair. –The Chair, or his/her/their designee, shall lead the Committee meetings and shall be the authorized liaison for requests and communications between the Committee and the Board and Staff.

MEETINGS: –Meetings of the Communications Committee are subject to the *Brown Act* meeting and notice requirements. Subject to compliance with noticing requirements, the Committee shall meet as often as the Chair of the Committee deems necessary or desirable, but in no case, shall it meet less frequent than quarterly.

COMMITTEE RESPONSIBILITIES: The Committee shall keep itself fully informed concerning the District's communications ~~and IT System.~~ The Committee shall review all aspects of communications and IT policies, ~~planning, and operations~~ of the District and make recommendations to the Board and the General Manager. The Committee shall provide recommendations to the Board that are fiscally sound and supportive of the approved strategic plan(s) and priorities of the District. The Committee's primary responsibilities are as follows:

- Oversee
 - ~~the development of the~~ District Communications Policies;
 - customer surveys and other customer communications, as appropriate;
 - IT policies and procedures, and, operating and capital budgets;
 - that communications and IT information is presented accurately to the Board;
 - IT proposals, and make recommendations on such to the Board for approval;
- At least quarterly/annually, review:
 - the District's control & security system and protection of access to customer data;
 - ~~the District's network security, identify any vulnerabilities, and make recommendations to further enhance District IT;~~
- ~~At least annually, review:~~
 - ~~Regularly review~~ Communications protocols and messaging.
 - ~~Regularly review~~ IT policies and procedures, IT systems for effectiveness, and make recommendations for change consistent with current "best practices" for districts of similar size and complexity;
 - backup and contingency plans for recovery from failures;
- ~~Verify all critical systems have proper backup and contingency plans for recovery from failures;~~
- ~~Regularly review the District's network security, identify any vulnerabilities, and make recommendations to further enhance same;~~
- ~~Regularly monitor the District's control system and access to customer data;~~
- ~~Oversee annual and long-range IT operating and capital budgets;~~
- ~~Oversee that timely and accurate IT information is presented to the Board;~~
- ~~Communicate with and educate the Board on the District's current IT system;~~
- ~~Review IT proposals and make recommendations on such to the Board for its approval;~~
- ~~Work with General Manager to ensure internal reporting practices meet the Committee's needs and expectations, including providing advice on related information systems;~~
- Oversee customer surveys and other customer communications, as appropriate;
- At least every two years, review:

- ~~Conduct an annual self-evaluation of~~ the performance of the Communications Committee and the effectiveness and compliance with this Charter.

Customer Communications

Vision

To communicate clearly, timely, and proactively to our customers.

Mission

We provide our customers answers to common questions through self-service mechanisms (e.g., our website) and follow communications policies to answer new questions and to communicate District changes in District policy or emergency situations.

IT Systems

Vision

To be determined

Mission

To be determined

GENERAL COMMUNICATIONS OVERVIEW

Goals:

This Communications Plan has two major goals:

- To provide District customers with a clear understanding of the District's operation, management practices, and finances.
- To educate and inform the District customers of the high quality of water, wastewater, electric, propane, solid waste, snow removal, fire, and park services provided by the District.

Target Audiences:

- District Customers
 - Current customers
 - New customers
 - Vacant landowners
- Internal Communications
 - Customer service
 - Operations
- Media Relations
 - Local cable
 - Legislative Outreach
 - Trade / Regional associations
- Public Outreach
 - Counties and other Government Agency's
 - Local elected/appointed officials
 - Homeowner associations
 - Civic organizations
 - Developers and Real Estate Groups

Opportunities & Strategies

- Increase positive customer perception of the District services and quality.
- Inform customers of the District strives to consistently provides high-quality services to its customers.
- Educate residents and property owners within District of the intricacies and cost associated with providing public services.
- Secure feedback regarding community needs and interest in funding specific service levels.
- Incorporate fact-based outreach for all major District programs, plans and initiatives to help educate customers.
- Better utilize Web-based outreach, including social media.

Tactics

Tactics are the specific efforts and actions used to implement the Communications Plan. Each strategy has a unique set of tactics to be carried out by either District Staff or outside consultants. Not all tactics will be feasible for implementation based on funding and/or staff availability; however, they should be considered when appropriate.

Currently communications efforts are planned, managed, and implemented by General Manager, Assistant General Manager, or Administrative Assistant. Communications efforts have been minimal primarily due to the District's small staff size, staffing changes, and associated training needs, and lack of an integrated Communications Plan. It is important to engage a wider cross section of Staff to develop materials, information, and content for communications efforts.

How the District Communicates with Customers

District staff communicates with customers in the following ways:

- At the Community Service Building
- By phone / mail / email / door hanger
- Posting notices in public places
- At public events
- At the customer's property / In the field
- On the District website
- By social media

For communications that take place by phone, mail, and/or email, staff relies on contact information provided to the District by customers when they sign up for service. The District typically requests, at minimum, the following information: mailing address, home phone number, mobile phone number, and email address.

It is the policy of the District for staff always to communicate with customers in a clear, respectful, and professional manner and to expect the same in return. Staff is not required to tolerate abusive language or behavior from customers. Each staff member is a representative of the District and must reflect the mission, vision, and values of the District as established by the Board.

Confidentiality of Customer Information

It is the policy of the District to maintain the confidentiality of all customer information, including contact information, billing history, and utility usage data. The District will not provide customer contact information to other agencies or interests, except under circumstances specifically described in this Policy.

What the District Communicates with Customers

There are two primary reasons for District staff to communicate with customers:

- To assist customers in doing business with the District
- To provide information directly relevant and beneficial to customers

It is the policy of the District to respect customers' time and privacy by only communicating with customers when it is absolutely necessary and for the direct benefit of the customer. The District will

not send out communications which are reoccurring, repetitive, or aggressive, or which could in any way be characterized as “junk” or “spam.”

Customer Service Communications

Customer Service staff are in constant contact with customers to assist customers in doing business with the District. When necessary, Customer Service staff will provide customers with the following notifications:

- Issues with payments
- Turn-offs / Turn-ons
- Inability to access property
- Suspected leaks or anomalous usage patterns
- Anticipated emergency or maintenance work
- Planned or emergency outages

Additionally, Customer Service staff may follow up with a customer in response to a specific request, to assist with the completion of forms and applications, and to provide prior notification of an imminent high bill.

It is the policy of the District to contact customers in order to provide optimal customer service and to assist customers in doing business with the District. Communications and notifications will be provided directly to the customer and will not be in the form of general communication to all customers or to a certain segment of customers. Staff will make their best efforts to communicate with customers in a way that is most convenient to the customer, as selected by them. If an immediate response is required and the customer is unreachable by phone or by email, staff will send out a door hanger requesting that the customer immediately contact the District.

Community Affairs Communications

Staff on a regular basis are in contact with customers through the District’s newsletter, website, and special community notices and at public events. At times, Staff will communicate directly with customers to provide information relevant and beneficial to a customer or group of customers. Staff will communicate directly with customers for the following reasons:

- To respond to a customer request for information and assistance.
- To request customer input in order to help improve District programs and services.

It is the policy of the District to communicate with customers in order to provide necessary information that will provide direct benefit to the customer. Staff will only provide information that is directly relevant to an individual customer or a class of customers, after determining that such information may provide a direct benefit to the customer(s).

Planned Maintenance Communications

The District shall provide timely notices of any planned maintenance or outages to all affected customers. Notices shall include, as appropriate, the What/Where/When/Why of the situation. Notices shall include an estimated completion time/date which shall be updated regularly based on actual conditions until complete.

Emergency Communications

It is the policy of the District to attempt to provide vital information to customers in the event of an emergency by whatever means are available to the District.

Such emergencies may include water quality incidents, widespread power supply outages, fires, etc. . Notices shall include, as appropriate, the What/Where/When/Why of the situation. A post-emergency notice shall be sent within a reasonable time after the emergency has passed with a brief post-emergency summary.

Third-Party Communications

District staff may provide customer contact information to a third party only if one of the following conditions is met:

- The customer provides permission to do so; OR
- The third party is under contract with the District to communicate with customers in a manner consistent with this Policy.

Social Media Communications

The District maintains a limited social media platform(s) to more effectively communicate with customers.

It is the policy of the District to maintain a social media platform(s) that provides useful, necessary, and helpful information to our customers.

The District will maintain its platform(s) in a way that provides essential communications. The platform(s) will not be used for self-promotion or the posting of personal information. Information posted to the District's social media platform(s) that is not relevant to the District's mission and services will be removed.