

# 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, February 8, 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](mailto: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 Date/Time.** Discussion & possible action.
- 2) **Customer Communication Policies.** Discussion & possible action.
  - a) General Protocols/Procedures – REVISED DRAFT
- 3) **Road Map.** Discussion & possible action.
- 4) **Future Topics**
- 5) Next Meeting/Staff Recommendation: *Thursday, March 7, 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](mailto:jqillies@kmpud.com). Requests must be made as early as possible, and at least two business days before the meeting.

# 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's services and quality.
- Inform customers ~~of that~~ the District strives to consistently provides the highest-quality of 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 services s and/or levels.
- Incorporate fact-based outreach for all major District programs, plans and initiatives to help educate customers.
- Better utilize wWeb-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:

- ~~In--pPerson At-at~~ the Community Service Building
- By phone / mail / email / door hanger
- Posting notices in public places
- ~~In-p-Person atAt~~ public events
- ~~In-p-Person aAt~~ the customer's property / ~~iIn~~ the field
- On the District website
- By social media

For communications that take place by phone, mail, and/or email, ~~S~~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 ~~to~~ always ~~to~~ communicate with customers in a clear, respectful, and professional manner and to expect the same in return. Staff ~~is~~are 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.

Sheet1

Order	Status	Impact	Effort	Expected Con	Area	Topic	Description
	In flight	Medium	Medium	Mar 1, 2024	Policy	General Protocols / Procedures	Create a document that outlines the Districts general protocols and procedures for customer communications.
					Policy	Water Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Wastewater Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Electricity Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Propane Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Snow Removal Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Solid Waste Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Policy	Fire Protocols / Procedures	Create a document that outlines District communications for the specific service.
					Outbound	Newsletter subscriber campaign	Create a plan for Staff to execute in order to increase the number of KMPUD newsletter subscribers.
					Policy	Community involvement for specific topics	What do we do when customers raise issues, whether they are: * New topics within subject matter jurisdiction that the Board should discuss. * Topics within our subject matter jurisdiction that Staff are already aware of / already working on. * Topics outside our subject matter jurisdiction.
					Outbound	Annual Report	Define guidelines KMPUD Board Chair should use to communicate content to customers in the annual report.
					Outbound	Social Media Presence	XXX See Erik's email for the notes XXX
					Outbound	Newsletter content policy	Define guidelines Staff should use to communicate content to customers in the newsletter.
					Website	General FAQ	Create a FAQ about general District questions to post on the website.
					Website	Water FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Wastewater FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Electricity FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Propane FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Snow Removal FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Solid Waste FAQ	Create a FAQ about specific service questions to post on the website.
					Website	Fire FAQ	Create a FAQ about specific service questions to post on the website.
					Outbound	Snow Removal talking points	Discuss key messaging around Snow Removal that should be included in outbound communications.
					Outbound	Propane talking points	Discuss key messaging around Propane that should be included in outbound communications.
					Website	Update broken links to documents	Document links were broken when moving to a cloud service, fix the broken links.
					Website	Meeting dates	They are currently shown going forward in the Calendar, but there are a few places mentioned. This task is to centralize and clarify Board and Committee meeting dates.