

Written Communication
Received: December 19, 2019
From: Marilyn Tyler
Re: Public Engagement

December 19, 2019 - Finance Com. - Starting Points for Public Engagement (1 page)

To: CVWD Finance Committee (Director Putnam, Director Tejada, Nem Ochoa, James Lee, Arturo (sorry - last name?))
From: Marilyn Tyler
Subject: Some Possible Starting Points for Public Engagement (1 page)

Thank you for the warm welcome at the December 17, 2019 CVWD Finance Committee meeting. I'm following up with some starting points for possible approaches to increase public engagement, including more details on the Citrus Heights Water District / Customer Advisory Committee mentioned by Director Tejada. The approaches below are not mutually exclusive.

1. CITRUS HEIGHTS WATER DISTRICT / CUSTOMER ADVISORY COMMITTEE
(chwd.org/customer-advisory-committee/)

Summary: At the Fall 2019 ACWA Conference, one candidate for the ACWA's "Huell Howser Best In Blue Award" was the Citrus Heights Water District's "Project 2030 Water Main Replacement Project" which utilized a Customer Advisory Committee (see video of "Best In Blue Award" candidates at www.acwa.com/resources/acwa-2019-fall-conference-presentations/, also at chwd.org/videos/project-2030-december-3-acwa-conference-video/).

CHWD's Project 2030 Customer Advisory Committee was established in 2018 and projected to run for 18 months. This was a highly structured, well-organized effort with clearly defined goals, as can be seen by reviewing the extensive material at chwd.org/customer-advisory-committee/.

2. ACWA SPRING AND FALL CONFERENCE PRESENTATIONS
(www.acwa.com/resources/)

Summary: Presentations at the ACWA Spring and Fall Conferences provide a variety of approaches tried to engage the community, from social media approaches to face-to-face encounters.

Regarding the latter, I especially liked the presentation by RAFTELIS at the ACWA Spring 2019 Conference entitled "Getting To Yes: Communication Strategies to Gain Support for Rate Changes." The second to last page in the RAFTELIS presentation is entitled "Public meetings vs. Public open houses" and states: "Public meetings - Painful and Ineffective - Traditional public meetings with a presentation and public comment period frustrate customers, policymakers and staff. Public open houses - Efficient and Helpful - Open Houses provide an efficient, interactive way for consumers to ask questions about their concerns and provide feedback to policymakers."

CONCLUSION: My bias is that CVWD not rely solely on social media to engage the community. I believe that currently many in the community distrust CVWD, and I believe the best way to increase trust is by face-to-face encounters where community members are really treated as equals (not talked down to), and where their concerns are honestly listened to with a sincere desire to understand. That's what works in personal relationships, and I believe that is what will work between CVWD and the community.

Written Communication
Received: January 16,2019
From: Ted Baumgart
Re: Compliments to the crew

Pam Leddy

From: ted baumgart <tedtreegarden@gmail.com>
Sent: Thursday, January 16, 2020 12:38 PM
To: customerservice
Subject: Compliments to the crew

Dear CVWD,

My compliments to the crew out in front of our house today (2425 Mountain Ave). Headed up by Jake, he and everyone on the crew have been courteous, attentive, efficient, aware, professional, friendly, and organized. They have great equipment too I might add. They are installing a new lateral from the main and a new shutoff valve servicing our neighbors across the street. I am a fan of CVWD, a founding member of our historical society, worked with our town council long ago for many years. I know the Ericksons as would anyone living in this community since 1977.

Compliments to the crew, they appreciate working for you, take good care of them!

Sincerely,
Ted Baumgart
2425 fountain Avenue,
La Crescenta, CA 91214

baumgartstudio[@charter.net

818-957-1071

Written Communication
Received: January 16, 2019
From: Patricia Faieta
Re: Wayne Boyce

From: Wendy Holloway <wholloway@cvwd.com>
Sent: Thursday, January 16, 2020 3:38 PM
To: Dennis Maxwell <dmaxwell@cvwd.com>; Nem Ochoa <nochoa@cvwd.com>; James Lee <JLee@cvwd.com>
Cc: Wayne Boyce <WBoyce@cvwd.com>; Kellen Boyce <KBoyce@cvwd.com>
Subject: Wayne Boyce
Importance: High

The customer from 2430 Orange Avenue, Patricia Faieta just called to tell us to let us know that we have a wonderful, professional, very kind young man working for us. She said Wayne came to the door to let her know we would be working on the lateral in front of her property tomorrow. He explained to her all that we will be doing. She was very pleased to have talked to him, and said that we should have more young men like that in the world! Thank you Wayne!!!



Wendy Holloway
Customer Service Manager

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