



DATE: 5/9/2023

TIME: 09:00 a.m.

LOCATION: Executive Boardroom

COMMITTEE MEMBERS: Robin Barnes, Chair | Alejandra Guzman | Maurice Sholas | Lynes Sloss | Janet Howard |

Strategy Committee Meeting Agenda

I. Roll Call

II. Presentation Items

- A. Smart Meter Public Relations Engagement – Karen Snyder, Katz & Associates and Michelle Canon, MFG Consulting

III. Discussion Items

- A. 2023 Legislative Session Update – Christy Harowski, Chief of Staff

IV. Public Comment

V. Adjournment



K A T Z & A S S O C I A T E S

Strategic Communications | Public Involvement | Community Relations



ABOUT K&A

The unique advantage K&A offers is a depth and breadth of experience in all things water.

Company Overview

- Founded in 1986 to support water and infrastructure projects
- National leaders in strategic communications and public outreach
- 35+ communications specialists
- 37 years in business
- Small/Woman-owned business

Helping people communicate effectively about things that matter.



MARKETS WE SERVE



Water



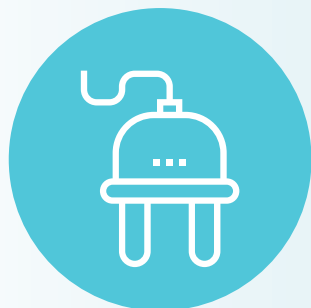
Transportation



Military



Development



Energy



Creative

Core Services

Strategic Communications Planning
Program Management Support
Community Outreach
Public Participation
Construction Relations
Crisis Communications
Media/Presentation Training
Facilitation
Branding/Creative
Collateral Development
Social Media
Media Relations
Public Meeting Implementation
Advisory Committee Support

Specialty Services

Large CIP Programs
Aging Infrastructure
Alternative Water Supplies
Environmental Impact Reports/
Environmental Impact Statements
Hazardous Waste/Remediation
Stormwater
Rates and Cost of Service
Community/Transportation Planning

OUR TEAM OF WATER COMMUNICATION EXPERTS

With our deep bench of practitioners and depth and breadth of experience, we can support nearly any communication challenge facing water utilities today.



SARA M. KATZ
San Diego, CA

- Founder/CEO
- Water strategic communications
- Big program PIC



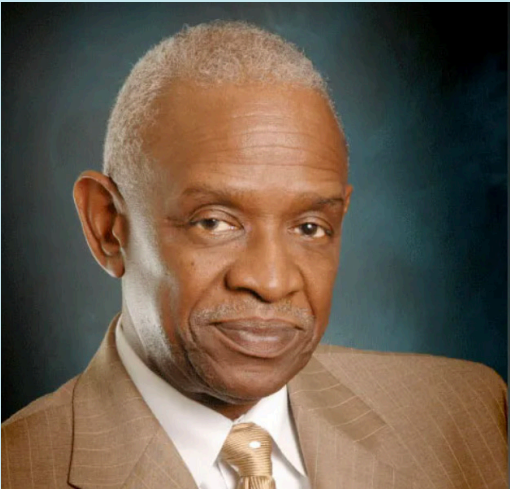
KAREN SNYDER
Freeport, FL

- National water lead
- Large program lead
- Risk communications
- Media training



MICHELLE GANON
Nashville, TN
(previously NOLA)

- Public affairs strategist
- Strategic communications
- Stakeholder engagement



BILL ROUSELLE
New Orleans, LA

- Community outreach
- Strategic messaging
- Public relations



BRENT EIDSON
San Diego, CA

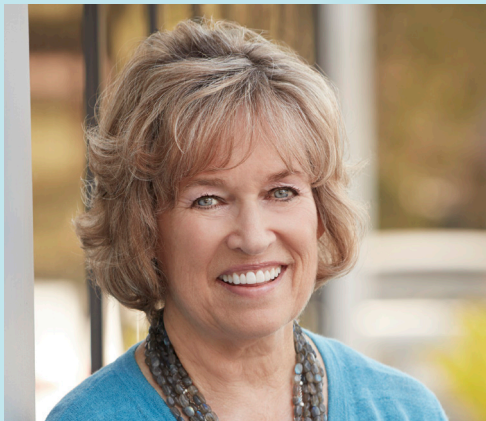
- Direct utility experience and industry knowledge
- Communication planning and execution
- Crisis communications



TERRY FAIRCHILD
Atlanta, GA

- National water/wastewater expert
- LCRR technical lead
- Targeted outreach for difficult programs

BENCH TO DRAW FROM



FIRST 100 DAYS

Listen, Learn and Engage

- Strategic Communications Workshop
- Materials/Media Audit
- Key Stakeholder Contact List
- One-on-one Stakeholder Discussions
- Qualitative Research
- Strategic Communications Framework/Plan

Establish Communications Foundations

- Optional Program Branding
- Base Informational Materials
- Website Update/Launch
- Database Planning
- Message Training

Build and Refine


- Internal SWBNO Program Orientation
- Spokesperson Training
- Top 50 Presentations
- Contractor Training
- Multi-program Coordination
- Tactical Implementation Planning

WHY K&A?

-  **TAILORED TEAM** OF NATIONALLY RECOGNIZED PRACTITIONERS
-  **DEEP BENCH OF SUPPORT STAFF** TO DRAW UPON AS NEEDED
-  **LOCAL EXPERTS** WITH EXTENSIVE KNOWLEDGE OF NOLA
-  **UNMATCHED EXPERIENCE** IN WATER INDUSTRY COMMUNICATIONS

Thank
you


USING VISUALS TO TELL YOUR STORY



Santa Barbara Sewer Lateral Inspection Program

Santa Barbara's Sewer Lateral Inspection Program (SLIP) aims to protect our community and environment from private or public sewer spills by ensuring your sewer lateral and the City's sewer main lines are in proper working condition. Below you will find information on the important responsibilities property owners have to maintain their private sewer lateral(s) and an outline of resources available to help you understand and meet these responsibilities.

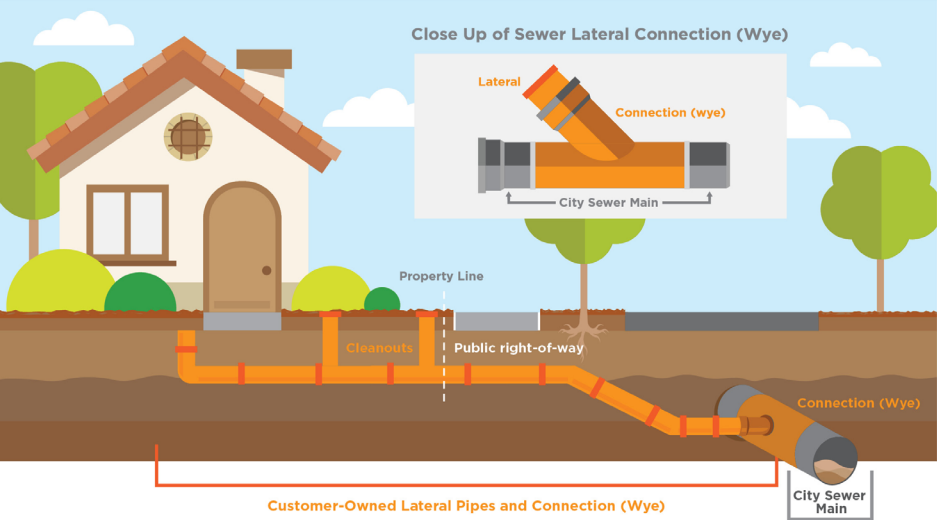
SLIP helps ensure that the private element of the sewer system is properly inspected, maintained and repaired by the property owner. By doing so, this protects our community and environment by safely and effectively conveying wastewater to the El Estero Water Resource Center for treatment.



What is a Sewer Lateral?

A sewer lateral is the privately-owned pipe that connects the sanitary drains in the home or business to the City's sewer main line, with the connection point typically located in the street. Without proper maintenance, both the private property's and the City's infrastructure is at risk of costly and environmentally damaging impacts. Catching and fixing problems early – through inspection and repair – is always cheaper for you and the City rather than having to address problems after a sewer lateral fail.

Maintaining a healthy wastewater collection system is everyone's responsibility

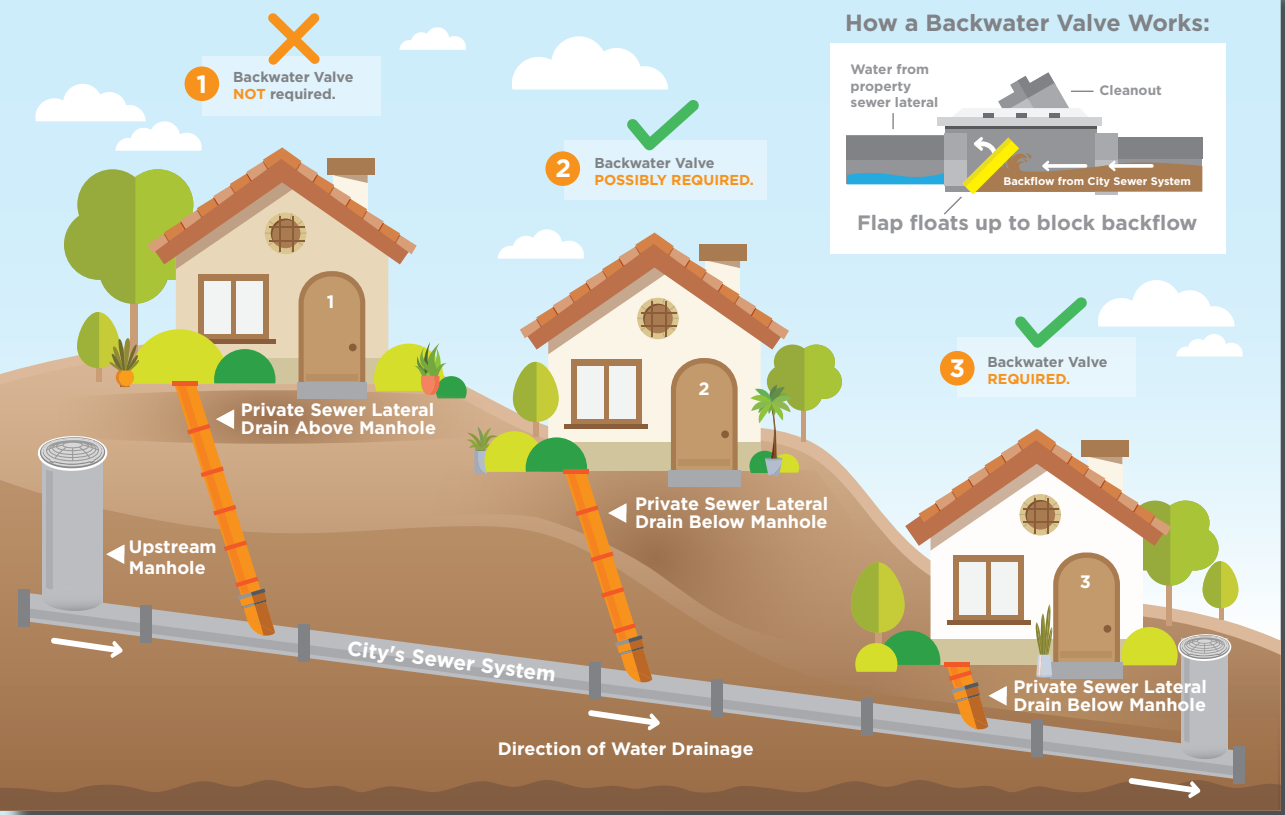


Close Up of Sewer Lateral Connection (Wye)

Labels: Lateral, Connection (wye), City Sewer Main, Property Line, Cleanouts, Public right-of-way, Connection (Wye), City Sewer Main

Customer-Owned Lateral Pipes and Connection (Wye)

Typically, the connection point for the private sewer lateral is in the middle of the street or in an easement. The definition of ownership and responsibility is detailed in the Santa Barbara Municipal Code (Section 14.44.160) which is available at <http://qcode.us/codes/santabarbara/>.



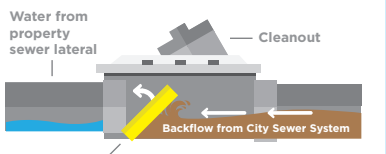
1 Backwater Valve NOT required.

2 Backwater Valve POSSIBLY REQUIRED.

3 Backwater Valve REQUIRED.

Labels: Private Sewer Lateral Drain Above Manhole, Upstream Manhole, City's Sewer System, Direction of Water Drainage, Private Sewer Lateral Drain Below Manhole, Private Sewer Lateral Drain Below Manhole

How a Backwater Valve Works:



Water from property sewer lateral

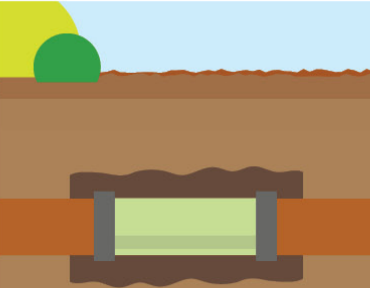
Cleanout

Backflow from City Sewer System

Flap floats up to block backflow

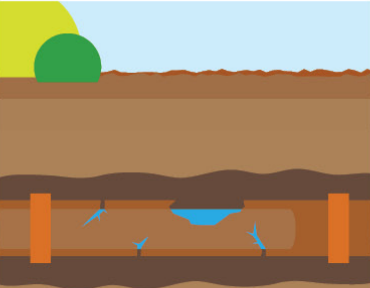
What to consider when evaluating quotes and talking with your plumbing contractor...

Repair



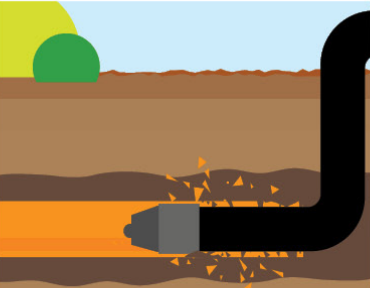
spot repair

Rehabilitate




new liner

Replace




new replacement pipe

Lincolnwood Neighborhood Meter Installation Map



Phase 1 Phase 2 Phase 3 Phase 4 Phase 5

Please see backside for a full listing of property addresses. Meter installations will be completed throughout the fall.



emwd kids!

Fun water activities!

How do you use water?

Watering plants and growing a garden!

GROUNDWATER RELIABILITY PLUS

California

Where does our water come from?

25% Groundwater wells in the Inland & San Joaquin areas

75% Imported from the Colorado River & Northern California

OUR PROJECT TO COLLECT AND STORE WATER IN GROUNDWATER BASINS IS CALLED WATER BANKING...

DID YOU KNOW? THERE IS NO NEW WATER ON EARTH!

OUR WATER SUPPLY...

Recycled - We can use water again and again

Purified - We can take water we have used and make it clean enough to drink

Local & Imported - We get a lot of our water from far away. Some of our water comes from sources like rain

Desalinated - We can remove salt from water

RECYCLED

LOCAL & IMPORTED

H₂O BANK

PURIFIED

DESALINATED

K&A

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