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May 23, 2022

Board of Directors
Triunfo Water & Sanitation District
Ventura County, California

PUBLIC OUTREACH EFFORTS IN SUPPORT OF ONE-DAY-PER-WEEK WATERING RESTRICTION

Summary

In light of the April 25, 2022 resolution by the Triunfo Water & Sanitation District (TWSD) Board of Directors to implement a one-day-per-week customer watering restriction (effective June 1, 2022), staff has initiated a comprehensive public outreach program to communicate that action to customers and the general public.

Discussion

The TWSD Board adopted TWSD Resolution 2022-010 on April 25, 2022. The resolution was approved in response to a mandate from TWSD's principal water supplier, Calleguas Municipal Water District, directing all purveyors to implement water conservation measures to reduce their water consumption by 30 percent. These measures include a mandatory one-day-per-week watering restriction. Coincident with the Board's adoption of TWSD Resolution 2022-010, the Board directed staff to communicate the action to customers through public outreach efforts. Staff, working with TWSD's consultants, developed a public outreach plan that includes the following:

- April water bill message (completed)
- April water bill insert (completed)
- Website update (completed)
- Two news releases to local media (completed)
- Graphic announcement for posting on oakparknow.com (completed)
- A set of Frequently Asked Questions that field and office staff can use in responding to customer inquiries (completed)
- Email to all customers watering more than once per day (completed)
- May water bill message (completed)

- May water bill insert (completed)
- Notices posted on roadside message boards in Oak Park (requested)
- Facebook posts (in progress and ongoing)
- Nextdoor posts (in progress and ongoing)
- Responses to hundreds of phone and email inquiries about the restrictions within one business day (in progress and ongoing)
- Additional news releases as necessary (planned)
- Additional water bill messages and inserts as necessary (planned)
- Paid advertisements in The Acorn (if needed)

If you have any questions, please call me at (818) 400-9278 or via email at swarren23@roadrunner.com.

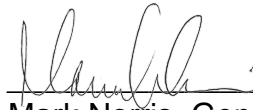
Fiscal Impact

All elements of the public outreach plan are covered in the adopted Fiscal Year 2021-2022 budget.



SANDY WARREN, CONSULTANT

REVIEWED AND APPROVED:



Mark Norris, General Manager