



AGENDA
MEETING OF THE PUBLIC AFFAIRS COMMITTEE
TUESDAY, OCTOBER 22, 2024 – 11:00 A.M.
1391 Engineer Street, Vista, CA 92081
Phone: (760) 597-3100 www.vidwater.org

NOTICE FOR PARTICIPATION

In compliance with the Americans with Disabilities Act, if special assistance is needed to participate in the Board meeting telephonically, please contact the Board Secretary during regular business hours at (760) 597-3128. Notification received 48 hours before the meeting will assist Vista Irrigation District in making reasonable accommodations.

The public may participate in this meeting in-person and by teleconference. To join this meeting via telephone, please dial (877) 873-8018; the Pass Code is 474698#.

Public Participation/Comment: Members of the public can also participate in the meeting by emailing your comments on an agenda item to the Board Secretary at BoardSecretary@vidwater.org; such email should include the agenda item number in the subject line and must be received before the time the meeting commences. Members of the public, whether participating in-person or telephonically, may address the Board of Directors in real-time during the public comment period and when specific agenda items are being considered. Please announce your attendance if participating telephonically or fill out a speaker slip if participating in-person if you would like to provide real-time public comment.

1. CALL TO ORDER

2. ROLL CALL

3. CONSIDER APPROVAL OF AGENDA

In the case of an emergency, items may be added to the Agenda by a majority vote of the Committee. An emergency is defined as a work stoppage, a crippling disaster, or other activity that severely imperils public health, safety, or both. Also, items that arise after the posting of the Agenda may be added by a unanimous vote of the Committee.

4. ORAL COMMUNICATIONS

Members of the public may address the Committee on items not appearing on the posted agenda, which are within the subject matter jurisdiction of the Committee. Speakers are asked to limit their comments to five (5) minutes; the total time allowable for all public comment on items not appearing on the agenda at any one meeting may be limited. Comments on items listed on the agenda will be taken before or during discussion of the agenda item. Members of the public desiring to address the Committee are asked to complete a speaker's slip available on the table near the entrance of the Boardroom and present it to the Board Secretary prior to the meeting.

5. COMMUNICATIONS AND ENGAGEMENT PLAN

Recommendation: Review and provide input on the draft Communication and Engagement Plan.

6. PUBLIC RELATIONS SERVICES

Recommendation: Review and provide input on the draft scope of work for public relations services to support District public outreach activities.

7. COMMUNITY GRANT PROGRAM

Recommendation: Consider creating a community grant program.

8. SCHOLARSHIP CONTEST

Recommendation: Review and provide feedback on draft application materials, including the essay question and timeline for the Vista Irrigation District Scholarship Contest.

9. 2024 ANNUAL REPORT AND 2025 NEWSLETTER

Recommendation: Discuss information to be contained in the 2024 Annual Report and 2025 Newsletter.

10. COMMENTS BY COMMITTEE MEMBERS

This item is placed on the agenda to enable individual Committee members to convey information not requiring discussion or action.

11. COMMENTS BY GENERAL MANAGER

Informational report by the General Manager on items not requiring discussion or action.

12. ADJOURNMENT

NOTE: ITEMS ON THE AGENDA MAY BE TAKEN OUT OF SEQUENTIAL ORDER AS THEIR PRIORITY IS DETERMINED BY THE COMMITTEE

- *The agenda package and materials related to an agenda item submitted after the packet's distribution to the Committee are available for public review in the lobby of the District office during normal business hours.*
- *Agendas and minutes are available at www.vidwater.org.*
- *VID Committee meetings are held on an as needed basis.*

AFFIDAVIT OF POSTING

I, Ranae Ogilvie, Board Secretary of the Vista Irrigation District, hereby certify that I posted a copy of the foregoing agenda outside the lobby of the District office at 1391 Engineer Street, Vista, California at least 72 hours prior to the meeting, in accordance with Govt. Code Sec. 54954.2(a).

Date: October 17, 2024


Ranae Ogilvie, Board Secretary



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: October 22, 2024
Prepared By: Brent Reyes
Reviewed By: Shallako Goodrick
Approved By: Brett Hodgkiss

SUBJECT: COMMUNICATIONS AND ENGAGEMENT PLAN

RECOMMENDATION: Review and provide input on the draft Communication and Engagement Plan.

PRIOR BOARD ACTION: None.

FISCAL IMPACT: Unknown.

SUMMARY: At its December 20, 2023 meeting, the Public Affairs Committee discussed preparing a Communications and Engagement Plan (Plan), including its contents. The Committee requested staff develop a draft Plan incorporating the elements discussed during the meeting. Staff has prepared a draft Plan based on the input received at the meeting.

DETAILED REPORT: The District's Strategic Plan contains a section that outlines goals, objectives, and work plans for the District's public communications; however, it does not provide the level of detail or guidance that is contained in a stand-alone Plan. At its December 20, 2023 meeting, the Committee met with staff to discuss the changing communication needs of the District and the development of a stand-alone Plan. Staff has prepared a draft Plan, incorporating the Committee's input, for the Committee's review and feedback.

ATTACHMENTS:

- Strategic Plan, Goal 5 – Customers and the Public
- Draft Communication and Engagement Plan



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: October 22, 2024
Prepared By: Brent Reyes
Reviewed By: Shallako Goodrick
Approved By: Brett Hodgkiss

SUBJECT: PUBLIC RELATIONS SERVICES

RECOMMENDATION: Review and provide input on the draft scope of work for public relations services to support District public outreach activities.

PRIOR BOARD ACTION: None

FISCAL IMPACT: The District included \$100,000 in the Fiscal Year 2025 budget for public relations services.

SUMMARY: In the coming years, the District will be replacing much of its aging infrastructure, including the 100-year old Vista Flume, and will need to ensure its customers are well informed about the projects (e.g. cost, funding sources, community impacts, etc.). The District will need assistance with carrying out public outreach activities related to implementation of its capital improvement program (CIP).

DETAILED REPORT: At its December 20, 2023 meeting, the Public Affairs Committee discussed the need to engage a public relations firm to assist the District with its communications related to implementation of its CIP. Staff has prepared a draft scope of work (to include in the request for proposal) that primarily focuses on public outreach activities related to implementation of its CIP; however, it is structured to provide flexibility in the type of work to be performed, allowing the District to use the selected firm services for other outreach activities as needed. Staff would like the Committee to review the draft scope of work and provide feedback.

ATTACHMENT: Draft Scope of Work



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: October 22, 2024
Prepared By: Brent Reyes
Reviewed By: Shallako Goodrick
Approved By: Brett Hodgkiss

SUBJECT: COMMUNITY GRANT PROGRAM

RECOMMENDATION: Consider creating a community grant program.

PRIOR BOARD ACTION: None.

FISCAL IMPACT: \$2,500.

SUMMARY: At the September 4, 2024 Board meeting, Director Kuchinsky requested that the Board consider creating a community grant program to support non-profit organization's water education projects/programs. Director Kuchinsky suggested utilizing some of the funds (\$2,500) budgeted for the District's scholarship program to support the new program; as proposed, the scholarship program budget would be reduced from \$10,000 to \$7,500. Director Sanchez suggested that this item be referred to the Public Affairs Committee for review and recommendation to the Board; the Board concurred.

DETAILED REPORT: Requests for community program or project funding are considered under District Rules and Regulations section 1.15, Charitable Contributions Policy (Policy). The Policy provides guidelines, including qualifying criteria, for evaluating financial contributions to support various organizations. Charitable contributions must have a District-related purpose or provide an identifiable direct benefit to the District and must be made in the best interests of the District's ratepayers.

Local non-profit organizations are eligible to receive funding from two existing local water related grant programs, the Hans and Margaret Doe Charitable Trust and Metropolitan Water District of Southern California's (Metropolitan) Community Partnering Program. The Hans and Margaret Doe Charitable Trust is administrated by the San Diego Foundation; grants of various amounts are awarded to support water education related projects. Metropolitan's Community Partnering Program (CPP) offers grants of up to \$2,000 to support projects in its service territory that teach the importance of water.

The Public Affairs Committee is being asked to consider the merits and feasibility of the community grant program proposed and make a recommendation to the Board.

ATTACHMENT: Rules and Regulations Section 1.15, Charitable Contributions Policy



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: October 22, 2024
Prepared By: Brent Reyes
Reviewed By: Shallako Goodrick
Approved By: Brett Hodgkiss

SUBJECT: SCHOLARSHIP CONTEST

RECOMMENDATION: Review and provide feedback on draft application materials, including the essay question and timeline for the Vista Irrigation District Scholarship Contest.

PRIOR BOARD ACTION: On May 1, 2024, the Board awarded three \$2,000 scholarships (totaling \$6,000).

FISCAL IMPACT: \$10,000 for the scholarship contest is included in the budget.

SUMMARY: Each year, the District invites high school seniors who live or go to school within its service area to compete for a scholarship. The purpose of the scholarship program is to increase student knowledge and awareness of water related issues affecting the District and its customers. Students who compete for a scholarship must complete an essay and provide a personal statement related to their background and/or goals; selection criteria also include community involvement or volunteer service, and letters of recommendation.

DETAILED REPORT: Staff has prepared a draft application package (including an updated essay question) and brochure for the Committee's review and feedback. The scholarship contest requirements, as presented in the draft application package, are the same as last year. Application packages and brochures will be distributed to high school counselors within the District's jurisdictional boundaries in December, and follow-up e-mails will be made to counselors to ensure the application materials were received. Additional scholarship promotional efforts will include issuing a news release and announcing the program on the District's website; application materials will also be made available on the District website.

As proposed, application packages will be due to the District by 4:00 p.m. on Friday February 21, 2025. The Committee, which serves as the competition judges, could meet in the following weeks (based on Committee members' availability) to review the applications and recommend a winner(s). The Committee's recommendation for the winner could then be submitted to the Board for consideration at a meeting in April with a certificate being presented to the winner(s) at the next scheduled Board meeting. As in the past, once the student has enrolled at a university, college or vocational school District staff will forward a check to the school on behalf of the student(s).

ATTACHMENTS: Draft scholarship application package and brochure



**PUBLIC AFFAIRS COMMITTEE
STAFF REPORT**

Meeting Date: October 22, 2024
Prepared By: Brent Reyes
Reviewed By: Shallako Goodrick
Approved By: Brett Hodgkiss

SUBJECT: 2024 ANNUAL REPORT AND 2025 NEWSLETTER

RECOMMENDATION: Discuss information to be contained in the 2024 Annual Report and 2025 Newsletter.

PRIOR BOARD ACTION: None.

FISCAL IMPACT: Printing costs for a four-page newsletter are estimated at \$3,000. Based on information received from InfoSend, the District's bill printing and mailing service provider, staff does not anticipate any additional postage costs associated with inserting the newsletter in with the water bills. Design and layout of the annual report and newsletter are performed in-house by District staff. There is no cost associated with posting an electronic version of each document to the District's website.

SUMMARY: Each year the District prepares an annual report that includes summary financial statements, demographic data and articles about various water related topics, such as infrastructure improvements and water supply conditions. Prior to beginning the layout and design process, staff meets with the Committee to receive input regarding the contents of annual report. Staff is working on the 2024 Annual Report and would like to get the Committee's ideas for content.

Staff is also formulating ideas for the 2025 newsletter and would like to get the Committee's thoughts on the content for the newsletter.

DETAILED REPORT: Since the first edition, the annual report has been primarily used to convey information about the financial condition of the District. Over the years, the emphasis has shifted to providing informational articles, demographics and other statistical data shown in graphs. Only summary financial statements are now included in the annual report since detailed financial information is available in the District's Annual Comprehensive Financial Report, which may be accessed on the District's website.

In recent years, the annual report has only been produced in an electronic format. In lieu of printing the annual report, which had very limited distribution, the decision was made to develop an expanded newsletter and mail to all customers with their water bills. The newsletter has included some articles and demographic information from the annual report as well as other relevant/timely information.