



SOUTH FEATHER WATER & POWER AGENCY

Strategic Communications Plan 2019



Executive Summary

South Feather Water and Power Agency's Board of Directors and staff recognize the critical role of communication towards the strategic direction of the district.

The communications plan reflects careful thought and analysis of the district's diverse audiences towards an understanding of topics including capital expenditures and programs associated with hydro energy production and water treatment infrastructure.

The Strategic Communications Plan is intended to employ strategies and tactics that will provide a foundation for the district's mission and vision to all stakeholders ensuring that SFWPA's commitment to community involvement is consistent with an exceptional level of service and operational effectiveness.

This document is to serve as a guide for multidirectional communication to solicit and convey information to District stakeholders, Board of Directors, Employees and the Greater Community.

Mission Statement

The mission of South Feather Water and Power Agency (SFWPA) is to deliver a dependable supply of safe, quality drinking water to its current and future customers, and a dependable supply of water for irrigation and agricultural users, in an economical, efficient and publicly responsible manner for the benefit of the entire district.

Hydroelectric generation facilities shall be utilized to optimize predictive asset uptime and revenue from power generation, consistent with providing adequate and dependable water supplies to customers while maintaining the highest level of environmental stewardship.

SFWPA is committed to providing its employees a team orientated, safe work environment, encouraging growth and attainment of personal and professional goals.

Vision

Deliver the Best – Water, Energy, Service and Value to the customers we serve.

Core Values

Act with integrity

Be Responsive

Show Respect

Value Relationships

Goals

- **Inform and Educate District Customers**

SFWPA Irrigation and Water Treatment Customer communication philosophy is to provide easy-to-understand information that is professional, friendly and at times conversational.

- **Increase Public Awareness of the District**

The District operates in a spectrum of surrounding public agencies providing similar water services. While the District is not in competition with these agencies, differentiating our self from others by establishing a unique identity will help increase awareness and support for the District and its mission.

Audience

The districts communication network is to inform and educate a diverse audience of raw water and domestic treated water customers.

Single Family Property Owners:

Property owners are both owner-occupants and landlords that receive information about district services and conservation.

Multi-Tenant Property Owners:

These properties present a unique challenge for messaging related to district services and conservation. Targeted outreach will be geared towards their specific needs.

Low Income Residents:

The district will strive to provide outreach and information related to lower income residents including conservation and educational programs.

Limited English Speakers:

Shifting demographics in the district make it necessary to provide communication options for non-English speaking customers. Outreach may be in the form of in-language collateral.

Builders and Property Developers:

Maintaining consistent communication ensures that the district provides appropriate service for property development.

Key Messages

Value and Service:

SFWPA's commitment to ratepayers goes beyond providing affordable service; the District strives to elevate the value it provides to every customer.

Dependability:

SFWPA's customers have a provider they can depend on for a reliable supply of quality water now and in the future, regardless of emergency, drought or other water conveyance challenges.

Stewardship:

SFWPA is dedicated to ensuring the community's water resource is available for future generations; including educating customers on how to use water in a responsible manner.

Fiscal Responsibility:

SFWPA will use financial resources as efficiently as possible in all aspects of District decisions and ratepayer dollars are treated with respect and care.

Community:

SFWPA is committed to being a community-centered organization that is devoted to building relationships with its customers and the surrounding community.

Implementation

Many of the communication plans are already underway as part of the District's outreach efforts. Specific initiatives will be prioritized and implemented based on this strategic framework.