



AGENDA

REGULAR STUDY SESSION

November 18, 2020

9:00 AM

DIRECTORS PRESENT: McBride ☐ Burke ☐ Morris ☐ Ryan ☐ Williams ☐

PUBLIC COMMENTS

DISCUSSION ITEMS

1. Reviewing the EVMWD Brand
2. Strategic Plan Update
3. Project Updates
4. Board Committee Updates
5. Other
6. Adjournment

Pursuant to the Governor's Executive Order N-25-20, and in the interest of public health and safety, this meeting will be held telephonically. Remote public participation is encouraged in one of the following ways:

For Online Participation:

Go to: www.webex.com and select Join
Enter Meeting ID: 126 202 7756
Meeting Password: 92530

For Call-in Only:

Call: (213) 306-3065
Enter Meeting ID: 126 202 7756
Meeting Password: 92530

To request a disability-related modification or accommodation regarding agendas or attendance, contact Terese Quintanar, at (951)674-3146, extension 8223 at least 48 hours before the meeting.



STUDY SESSION
DISCUSSION OUTLINE

Date: November 18, 2020
Originator: B. Woodrome- Public Affairs
Subject: REVIEWING THE EVMWD BRAND

BACKGROUND AND RECOMMENDATION

To better assist in telling the District's story, the District will take a fresh look at its brand. The brand should encompass EVMWD's mission, value, culture and promise to deliver. It should help our residents and the community identify and connect with EVMWD.

The decision to rebrand the District has been a long-time discussion, and initially, it was to "refresh," for which \$20,000 was budgeted to complete the project. After meetings with the Public Affairs Ad Hoc Committee and further discussions to complete District goals, a Request for Proposal (RFP) was developed. The rebrand includes goals to continue to increase customer trust and loyalty, solidify corporate culture, and promote a solid organizational reputation. The team will consider our customer input, as well as our company input, bringing together the thoughts and opinions from the Board of Directors and staff.

In response to the distribution of the RFP, ten proposals from local and national agencies were received. A team comprised of staff from a neighboring water agency, who had recently rebranded their district and several members of leadership team reviewed the proposals and interviewed the finalists. The Charette Agency, with experience branding Denver Water, the City of Lancaster, and the City of Phoenix, was chosen as the public relations firm to assist EVMWD with embarking upon this endeavor.

The project will include a significant amount of research of our internal staff, community stakeholders and the community at large. This research will help to better understand EVMWD's community perceptions and help clarify understanding what the District's values are, as a team. Once this evaluation has been completed, the team will develop a brand platform, taglines and look for the District. The project will include tangible and intangible methods, including logo placement, key messaging, packaging and design, social media, website, promotional items, what information is relayed to customers and stakeholders, customer experience and more.

Approval of a Professional Service Agreement in the amount of \$97,000 will be for deliverables only, as outlined in the RFP and will not include replacement signage, logo stickers, uniforms, etc. In the new fiscal year budget (21-22), staff will request \$130,000 for implementation of the new brand materials.

ENVIRONMENTAL WORK STATUS

Not applicable.

FISCAL IMPACT

Within Budget - No. See attached.

Attachments:

Fiscal Impact

Fiscal Impact

Funding Source(s): <ul style="list-style-type: none">• General & Administrative	Contract No. TBD
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	Budgeted Amount	Expended / Committed	Remaining Amount	Requested Amount	Remaining Amount
<i>Consulting & Professional Fees</i>					
10-15-222-110-53140					
FY2020-21	\$ 20,000	\$ -	\$ 20,000	\$ 97,000	\$ (77,000)

Note: The shortfall for this request will be funded by Operating Funds.



STAKEHOLDER ENGAGEMENT
& BRAND DISCOVERY
FOR
ELSINORE VALLEY MUNICIPAL WATER DISTRICT



CHARRETTE
A MARKETING FORUM

AGENDA

I. Background

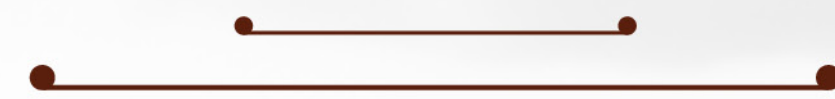
- A. Review of Current Brand*
- B. Project Goals*

II. Charrette

- A. Process*
- B. Why Brand Now?*
- C. Outcomes / Deliverables*

III. Timing

IV. Costs



BACKGROUND



REVIEW OF CURRENT BRAND

Public Affairs Ad Hoc

Inclusive of current mission, vision, values and promise to deliver

Help community identify and connect with EVMWD

In tandem with Strategic Plan

Must include tangible and intangible methods

PROJECT GOALS

Increase Trust and Loyalty

Solidify corporate Culture

Promote a solid organizational reputation

Inclusive of Internal and External input

BACKGROUND

Not the EVMWD of 1990

Community investment and participation

Employee investment and retention

IRP and water planning for the future

Innovative water efficiency efforts

WHY CHARRETTE?



WHY CHARRETTE?

A leading agency in the stakeholder engagement, consumer insight (both internal & external audiences) & brand development space.

WHY CHARRETTE?

A leading agency in the stakeholder engagement, consumer insight (both internal & external audiences) & brand development space.

Collaborative communication is at the core of **everything** we do.

WHY CHARRETTE?

Design charrette.

Dynamic planning process
Teamwork & Cross-disciplinary collaboration
Iterative
Consensus building



DOMINION
ENERGY
CENTER

D DENVER WATER

E E I
Edison Electric
INSTITUTE

M  **CA**
VIRGINIA MUSEUM OF CONTEMPORARY ART

DISCOVER
Lancaster


VISITPHOENIX[®]
.com

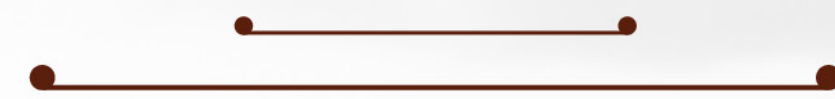
VISIT *Billings*[®]
MONTANA'S  TRAILHEAD


VIRGINIA
AQUARIUM
& MARINE SCIENCE CENTER

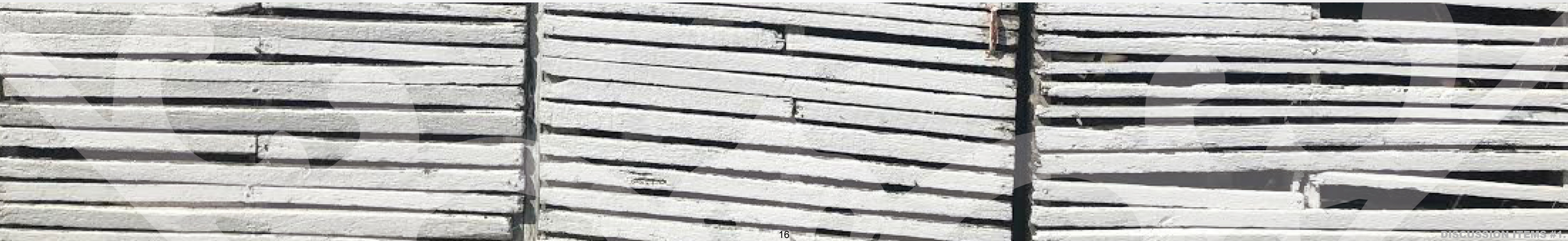


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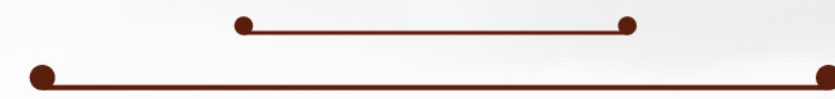


THE PROCESS



PROPOSED PROCESS





WHY BRAND NOW?



WHY BRAND NOW

Trust-building process

*Listening & learning desired
Community, Employees, Key Stakeholders*

Demonstrate commitment to service quality - Customers.

*Reliability
Standards of Service
Product safety and adherence to standards that protect public health
Innovative and diversified solutions*

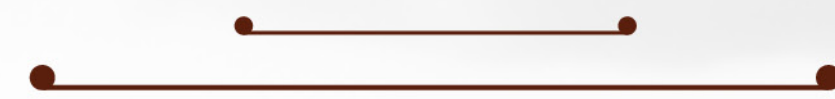
Long-term vision of the district for the future.

Acknowledgement of EVMWD fiscal reality.

WHY BRAND NOW

Be Decisive – Lead v. React

Economic stress
Public health stress
Social stress
Environmental stress



OUTCOMES



OUTCOMES

Refreshed visual representation **Consistent, compelling brand articulation**

Brand Position - what you stand for

Brand Promise - the value/ experience you bring to your customers

Brand Voice

Customer-Company Contact Points

Employees (Values, Foresight, Cohesion)

Media

Community

Programs



OUTCOMES

Local investment

Signage

Clothing

Paper supplies

Vehicle stickers-wraps

Programs



DELIVERABLES DEFINED



DELIVERABLES DEFINED

Corporate Social Responsibility

Suggested community engagement

Suggested employee programs

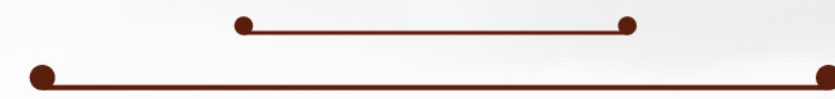
Brand Identity Guidelines/ Style guide

Internal and external Visual representation & Brand essence

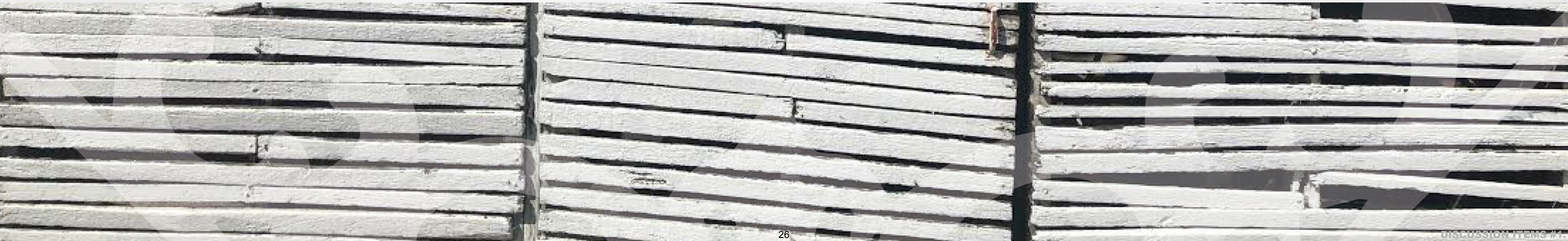
Logo

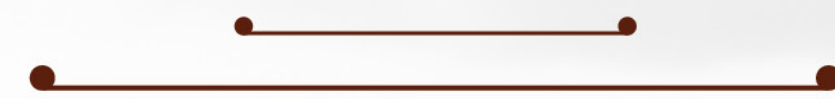
Digital/ Social Media Templates & Voice

Boilerplate



TIMELINE





COSTS



C O S T S

Branding Strategy and Plan (FY 20-21)

Request- \$77,000

Branding Implementation (FY 21-22)

Total- \$130,000

Signage, uniforms, facilities, vehicles, stationary, etc.



QUESTIONS?



THANK YOU





STUDY SESSION
DISCUSSION OUTLINE

Date: November 18, 2020
Originator: Greg Thomas- Administration
Subject: STRATEGIC PLAN UPDATE

BACKGROUND AND RECOMMENDATION

A Strategic Plan is the core document that guides the District's efforts for the future. It establishes a vision and direction for the District, with goals and objectives over the next five to seven years, as well as laying the foundation for long term sustainability and reliability. A major part of a Strategic Plan, often called the soul of an organization, are the development of Core Values, those ideals that the district stands for, what it holds dear, and what it believes in. In addition, a Vision, Mission, Goals, and Objectives are developed as part of the Strategic Plan, in essence, the Who, Why, What, and How of the Strategic Plan. These last two items are the measurable aspects, in other words, how to define the metrics and success of the plan.

The most current District Strategic Plan (Plan) was created in 2015/16 and is in need of updating, as identified in recent Board discussions. The Board and executive staff created the original plan; however, only minor changes or updates were made to the Plan over the last few years. In 2019, the employees created and adopted a separate set of District Values than what was part of the Strategic Plan. Additionally, around 2017 or 2018 a revised District Vision Statement was created but never officially adopted as part of the Plan. Provided that over the last two years there are now two new Directors, a new General Manager, a new Assistant General Manager for Engineering/Operations, and that the current Strategic Plan is outdated and does not incorporate one holistic and coordinated District-wide Vision, Mission, Values, and Goals, a new plan is required to help chart the next 5-7 years.

Consultant Services

The District requested proposals for professional consultant services that will meet the objectives and goals of this project. Three proposals were received, and one consultant was selected to assist the District in the development of the new Strategic Plan. The consultant Joe Sterling brings a wealth of experience in strategic planning including public agencies, private business, and Fortune 500 companies. His proposed bid was

\$21,321, which was half of the other bidders, and found to be responsive to scope. The following is the focus of effort:

1. Facilitate workshops with District staff, Directors, external stakeholders, and customers to develop the Strategic Plan. Establish the framework and methodologies of this process. Facilitate the development (or refinement) of a Vision, Mission, Core Values, Goals/Objectives and Performance Metrics.
2. Perform Strength, Weakness, Opportunity, Threat and Trend (SWOTT) analysis.
3. Provide an industry overview and include current market conditions (PESTLE) from our industry perspective. PESTLE is P for Political, E for Economic, S for Social, T for Technological, L for Legal and E for Environmental.
4. Develop and provide a read-ahead primer on what is and goes into a Strategic Plan and the process of developing the plan.
5. Develop and provide a well written and usable District Strategic Plan at the end of the process.
6. Develop and provide an electronic version of a pamphlet of the District Strategic Plan at the end of the process (tri-fold or pamphlet suitable for use as handout).
7. A schedule for the process. The District would like to accomplish this Strategic Plan process in 6 months after issuance of contract.
8. Recommend procedures for follow through, follow up and plan amendments.

The general concept of the District is that the Consultant will provide a read-ahead primer to staff and Directors to get the ball rolling and save some time/effort related to what goes into a Strategic Plan. A recap of the primer and process would be held during the first workshops to make sure everyone is on target. The District concept is that there would be:

- Phone interviews/discussions with Board members;
- Two half day workshops with staff (held same day);
- One full day workshop with Board and General Manager;
- One full day workshop with Board, key/large stakeholders/customers, and key staff*; and
- One final half day workshop with staff to tie up any last items.

Note: “*” Full day workshop may be cut to two half day workshops on same day to accommodate work schedules and number of manageable attendees. Design process of workshops that focuses on obtaining open stakeholder input to assist District to understand outside viewpoint.

During these workshops, a situational assessment, PESTLE and SWOTT would occur, as well as the development of the Strategic Plan. During the entire process, the consultant will record and distribute workshop products for review; the audience of these products will include customers and may be posted on the District website. At the end of the process, the Strategic Plan, with measurable goals/objectives, would be provided to

the District, along with an electronic version of a tri-fold type pamphlet that can be distributed to customers and staff alike. The Strategic Plan must be well written and usable. Additionally, due to COVID restrictions, consultant may need to adjust in-person approach and workshops.

The Consultant was advised that the District is undergoing a separate but sequential Re-Branding effort related to our image in the community, re-design of our logo, and associated branding outputs/direction. Some of that effort, as well as results from the Strategic Planning effort, may be comingled or integrated to best position the District for the future. It is expected that the Consultant for the Strategic Plan will work closely with and/or accept input from the Re-Branding effort.

ENVIRONMENTAL WORK STATUS

Not applicable.

FISCAL IMPACT

Within Budget – Yes. See attached.

Attachments:

Fiscal Impact

Fiscal Impact

<u>Funding Source(s):</u> • General & Administrative	Contract No. TBD
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	Budgeted Amount	Expended / Committed	Remaining Amount	Requested Amount	Remaining Amount
<i>Consulting and Professional Fees</i>					
10-15-120-110-53140					
FY2020-21	\$ 60,000	\$ 32,000	\$ 28,000	\$ 21,321	\$ 6,679

Change Orders

October 2020



SS – November 18, 2020

Engineering Design and Construction Services for Regional WRF Expansion and Upgrades

Parsons		
C.O. No.	Description	Amount
1	Scope reorganization and additional design services: combine SCADA upgrades with Package 1 Plant Upgrades; Train B/C influent pipe; shade awning over new parking area; additional geotechnical, hydrogeologic, pothole, and subgrade investigations	\$257,801.00
2	Update Design Package 1 to incorporate information provided by Emerson for new controls; design revisions associated with relocation of the maintenance workshop	\$194,025.00
3	Formal request to apply grant funding toward Amendment No. 1	\$0.00
4	Preparation of conformed documents; engineering services during construction for additional scope items identified as a result of the condition assessment recommendations; additional project management, communications, site visits, and meetings to accommodate schedule extension	\$98,742.00
	Current Approved Board Amount	\$9,439,376.00
	Revised Contract Amount	\$9,538,118.00
	Percent Change	1.0%

Skymeadows Booster Pump Station and Los Pinos 2A Pump Station Improvements

SCW Contracting Corporation

C.O. No.	Description	Amount
1	Costs associated with emergency generator, pavement revisions, supplementary potholing investigations, additional water meter connections, tie-in reconfiguration, and challenges related to granite rock; Credit for Protect-in-Place Transmission Pole no longer needed	\$69,943.42
	Current Approved Board Amount	\$2,554,779.00
	Revised Contract Amount	\$2,624,722.42
	Percent Change	2.7%

QUESTIONS?



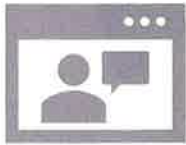
Flow Into Fall Virtual Event

HIGHLIGHTS

LIVE EVENT



4,000 click throughs during the live event



Most popular video:

Welcome video: 400 views event day, currently at 783 views



Most popular live session:

1. Garden Tour/ Plant Demo
2. Construction Maintenance: Install Service Line
3. Wastewater Treatment Plant Tours
4. Water Production



Staff Participation: 15

POST EVENT

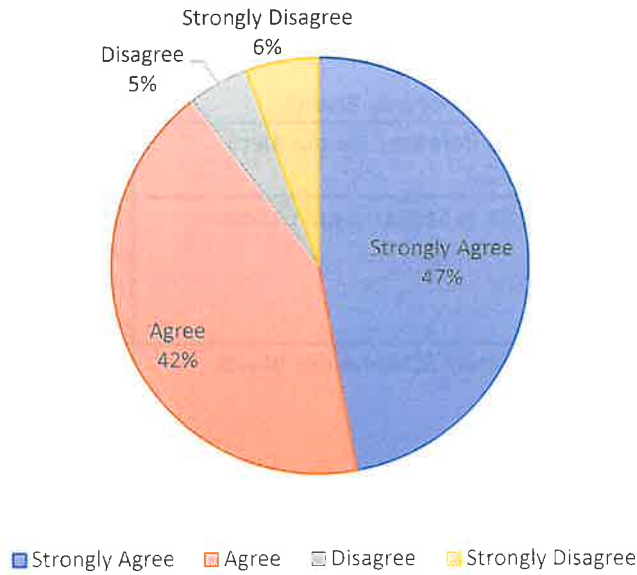


25% attendance increase in click throughs after live event through Monday.

50% increase in click throughs after live event through by Friday, October 23.

Flow Into Fall Virtual Event

I learned a lot at today's event



I would attend another EVMWD Virtual event

