

Staff Report

for the Administrative Practices Committee February 4, 2020

TO: Administrative Practices Committee Members

FROM: Greg Jones, Assistant General Manager, MBA
Tomi Riley, Public Information Officer

DATE: January 16, 2020

SUBJECT: NID 2020 Communications Plan

ADMINISTRATION

RECOMMENDED ACTION:

Informational Presentation: Receive an informational presentation on NID's 2020 Communications Plan

BACKGROUND:

Hear a presentation on NID's 2020 Communications Plan. This is informational only, no action will be taken.

ATTACHEMENT:

NID 2020 Communications Plan

Nevada Irrigation District
2020 Communications Plan

“A More Informed and Engaged Community”



NID

2020 Communications Plan

Support District Mission and Vision

MISSION

The District will provide a dependable, safe, sustainable, and resilient water supply; while being good stewards of the watershed.

VISION

Promote healthy watersheds and reliable infrastructure that support our environment, treated and raw water customers, power reliability and recreation to sustain our quality of life; now and in the future.



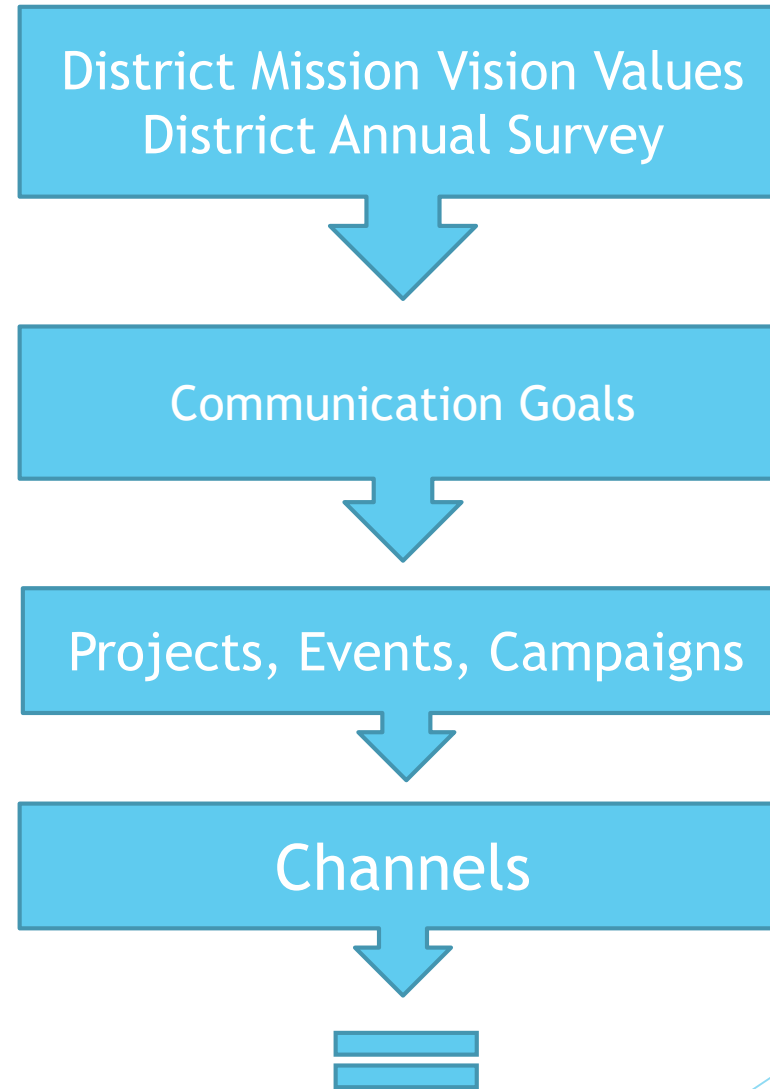
NID

Communication's Goals Flow From Board Values

We Will Communicate District Efforts to:

- ▶ Be fiscally responsible and accessible
- ▶ Maintain healthy watersheds in collaboration with our partners
- ▶ Make decisions with best available science and collaboration
- ▶ Inform, educate, listen to and collaborate with honesty and integrity
- ▶ Make decisions that serve the best interests of District customers

Communication's Objectives Flow



An Informed & Engaged Community

Communication's Goal: Increase NID's Job Approval Rates

2018

Question 8: In general, do you approve or disapprove of the job that the Nevada Irrigation District is doing?

- ▶ Approve 40.3%
- ▶ Disapprove 12.0%
- ▶ Unsure 47.7%

2019

Question 7. Do you approve or disapprove of the job that the Nevada Irrigation District is doing?

- ▶ Approve 50.0% up 10%
- ▶ Disapprove 17.3%
- ▶ Unsure 32.7% down 15%

NID approval rates show a 10% increase (2018-2019) as evidenced by customer survey and appears to be drawing on unsure customers who are surveying down 15%

Communication's Objectives

Brand Campaigns Across All Channels

Brand Overarching: NID is valued, trusted and our customers are satisfied

- ▶ Reliability - NID has delivered water for nearly 100 years reliably & dependably
- ▶ Value - NID economically brings high quality water, recreation and electricity to our customers
- ▶ Ops/Customer Service - The many faces of NID are at your service
- ▶ Stewards - NID as steward of the environmental and other District resources in our care
- ▶ Accessible - Always open to you...our customers, our community



Communications - 2020 Objectives

- ▶ Implement a strong **brand** for all internal and external publications (staff time only)
- ▶ Transition to more user friendly **website** with greater accessibility (\$15,000 Budgeted in 2020)
- ▶ Retain and increase use of **social media** (\$4,500 Budgeted in 2020)
- ▶ Retain community **Waterways newsletter** but create emailable format (staff time only)
- ▶ Add **e-alerts** as emailable communication (staff time only)
- ▶ Retain **The Pipeline** as employee newsletter (staff time only)
- ▶ Add quarterly **water bill inserts** (\$4,000 Budgeted in 2020)
- ▶ Promote and increase **email conversions** (staff time only)
- ▶ Increase **visibility** in our community (\$66,500 Budgeted in 2020)
- ▶ Plan **100 year** celebration (staff time only)

Communications Channels

- ▶ NID Website
- ▶ News Releases
- ▶ Social Media
- ▶ Waterways Community Newsletter
- ▶ The Pipeline Employee Newsletter
- ▶ E-alerts
- ▶ Water Bill Inserts
- ▶ Factsheets
- ▶ Videos
- ▶ Paid Advertising
- ▶ Direct Mail
- ▶ Presence

Process of managing communications for **70** planned projects/activities across **8** departments (ex: mulch magic, boat inspections, snow pack survey, RWMP, etc.)

