

COMMUNICATION AND ENGAGEMENT GAP ANALYSIS UPDATE



SCV Water Public Outreach and Legislation Committee

FEBRUARY 17, 2022

REVIEW OF GOAL AND PROCESS

GOAL OF COMMUNICATION & ENGAGEMENT GAP ANALYSIS

Develop a foundation for SCV Water to conduct better informed communication and engagement with all customers

PROCESS

Phase 1, Learning

- Research demographics & community characteristics
- Research guidance and examples for water agency communication and engagement
- **Meet with community leaders**
- **Meet with SCV Water program managers**

Phase 2, Laying the Foundation

- Board resolution with broad objectives for communication and engagement
- Five initial actions for implementation
- Fine-tune with community leaders

COMMUNITY LEADER INTERVIEWS

PURPOSE OF COMMUNITY LEADER INTERVIEWS

- » Better understand the experiences of diverse individuals, neighborhoods, and communities in the SCV Water Service Area
- » Identify best practices for communication and engagement from their leadership and expertise
- » Get input to shape communication and engagement recommendations for SCV Water
- » Build and strengthen relationships and communication channels with community leaders

INTERVIEWS WITH LEADERS FROM DIVERSE ARRAY OF ORGANIZATIONS

Leaders spoke to community characteristics identified in the Community Characteristics Analysis

Organization	Community Characteristics					
	Race & ethnicity	Languages spoken	Socio-economic Background	Age	Diverse Housing Experiences	Limited internet access
Our Lady of Perpetual Help - Filipino Ministry	X	X		X		
Santa Clarita Veteran Services Collaborative			X	X	X	X
Santa Clarita NAACP	X		X		X	
SCV's Latino Business Alliance	X	X				
William S. Hart Union High School District	X	X	X	X		X
Ciudad en lo Alto Iglesia	X	X	X		X	
Bridge to Home	X		X	X	X	X

A note: Feedback and examples should not be read as final recommendations

This is a high-level overview of feedback received

INTERVIEW FEEDBACK IS ORGANIZED INTO 3 CATEGORIES



Connecting with diverse communities and understanding their needs, priorities, and goals



Reaching and informing customers and their communities about water-related issues and opportunities



Engaging customers in decision-making that could affect them and their communities



CONNECTING WITH & UNDERSTANDING

- » **Direct partnerships and networks** between organizations can improve shared understanding
- » **Education and capacity building** could help residents understand their water
- » **Family and youth** are important stakeholders to connect with
- » To reach different cultural, racial/ethnic, and socioeconomically-diverse communities, outreach in their community spaces, neighborhoods, and service providers works best



CONNECTING WITH & UNDERSTANDING

Examples:

One organization listens to and understands community priorities by attending meetings with Hispanic and Native American community groups, partnering with local organizations, and doing outreach with the City.

Another organization hosts family-friendly events in diverse neighborhoods to ensure they reach diverse residents, both adults and youth.



REACHING & INFORMING

- » **Direct and personalized outreach** can strengthen interest and trust
- » **Emergency response** is aided by local partnerships and judicious use of communication channels
- » **Local media** are valuable channels to reach communities
- » **Spanish-language outreach** is actively used by local organizations and is preferred by some residents
- » **Older residents prefer in-person outreach** and hard copy resources
- » Residents value outreach that helps their families and helps save money



REACHING & INFORMING

Examples:

Leadership at one organization seeks to be visible, engaged, and accessible. They share contact info publicly, take individual calls with residents, regularly contribute to a local publication, and participate in community events.

An organization regularly involves local media including Santa Clarita Magazine, the Signal, Spectrum News 1, and local radio stations to share updates, events, and news. They also do a monthly newsletter, social media posts, and website updates.



ENGAGING CUSTOMERS IN DECISION-MAKING

- » Independent, lower-stakes feedback opportunities are valued
- » A community-based advisory group could help strengthen ties between SCV Water and diverse communities
- » Some are concerned about the relationship between new development and water rate increases and water scarcity
- » Website redesign could help communities find information about public meetings and involvement processes
- » Knowing the purpose of communication and engagement and how feedback will be used is important to interviewees and their communities



ENGAGING CUSTOMERS IN DECISION-MAKING

Examples:

An organization asks its community its preferences via email and surveys before it alters services. Residents appreciate the opportunity to quickly give actionable feedback.

One organization invites their community clients to provide feedback on their services each month. They gather in-person to share what is going well and what could be done differently. The space also allows clients to ask any questions and get clarification on things they are confused about.

NEXT STEPS

- » Synthesize and share feedback from SCV Water Program Manager interviews
- » Develop a draft Board resolution and initial actions on communication and engagement
- » Share these drafts with the POL Committee in April

THANK YOU!



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APPENDIX - CONVERSATION GUIDE

Introduction

- » Please describe your organization and your role at the organization
- » What are your hopes for this conversation?

Community leadership

- » Who are the communities in Santa Clarita Valley that you work with?
- » What are some of the greatest assets of the communities you work with?
- » What are primary challenges and stress points faced by the communities you work with?
- » What are best practices your team has developed to communicate with and engage with these communities?
- » During times of emergency, what are the best ways to get information out to your communities?

Interactions with SCV Water

- » What aspects of water are of greatest interest to your communities?
- » When the communities you work with talk about water and water service, what do they talk about?
- » How have you interacted with SCV Water? What have your experiences with SCV Water been?
- » Do you have any recommendations on how SCV Water could improve outreach and engagement with these communities?

Next steps

- » Who else should we talk to?
- » Do you know of other efforts or models of effective community engagement and communications that we should look into?

APPENDIX - FORMS OF COMMUNICATION USED

In-person and/or live

- » Tabling
- » Presentations
- » Coffee/office hours
- » One-on-one meetings (e.g., parent-teacher conferences; veteran-aid meetings; support for children of deployed parents)
- » Family-friendly celebrations (e.g., Hispanic Cultural Month, MLK Day Parade)
- » Community member gatherings (e.g., church services, support groups, organization meetings, public board meetings)
- » Door-to-door check-ins
- » Direct phone calls with constituents/residents

Virtual / independent

- » Email outreach
- » Virtual meetings
- » Newsletters
- » Phone calls
- » Virtual editions of local newspapers: The Signal, Santa Clarita Magazine
- » TV Channels: Spectrum 1 News, Telemundo (Channel 52), Univision (Channel 34), Azteca (Channel 54), TeleFutura (46)

Hard copy resources

- » Printed booklets, bulletins, and pamphlets to share on tables
- » Mail and postcards
- » Hard copies of newspapers and magazines: The Signal, Santa Clarita Magazine