

# COMMUNICATION AND ENGAGEMENT GAP ANALYSIS AND RECOMMENDATIONS UPDATE



SCV Water Public Outreach and Legislative Committee

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NOVEMBER 18, 2021

# REVIEW OF GOAL AND PROCESS

# GOAL

Develop a foundation for SCV Water to conduct better informed communication and engagement to reach all customers, especially during potential service disruptions

# PROCESS

## Phase 1, Learning

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

## Phase 2, Laying the Foundation

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

The background of the slide features a light blue and white geometric pattern of overlapping lines, creating a grid-like effect. This pattern is superimposed over a faint, high-angle photograph of a water treatment facility, showing various pipes, structures, and a large circular tank. The overall aesthetic is clean and professional, with a focus on water infrastructure.

# GUIDANCE AND PRACTICE RESEARCH ON WATER AGENCY COMMUNICATION & ENGAGEMENT

# PURPOSE OF GUIDANCE AND PRACTICE RESEARCH

- » To understand the broader context of communication and engagement for water agencies
- » Review and document:
  - » Guidance from regulatory agencies, water agency member organizations, and planning documents
  - » Implementation examples and practices from other water agencies

*Note: Guidance and examples should not be read as recommendations*

- » It is an initial review and is not exhaustive
- » Some may not apply to SCV Water's needs, or its customers' needs
- » They will be considered alongside information gathered in community leader and SCV Water manager interviews

# THREE PURPOSES OF COMMUNICATION & ENGAGEMENT

- 1. Understand the needs, priorities, and goals of diverse communities in the service area**
- 2. Increase community awareness of issues and opportunities that may affect their service, especially with those communities that are more vulnerable and harder to reach**
- 3. Meaningfully involve customers in agency decision-making such as in planning, management, customer service, and operations**



# 1. UNDERSTAND THE NEEDS, PRIORITIES, AND GOALS OF DIVERSE COMMUNITIES IN THE SERVICE AREA

## Guidance:

- » **Conduct ongoing, thorough stakeholder assessments to understand evolving customer interests, needs, and priorities** *American Water Works Association*
- » **Understand socio-demographics to better identify disadvantaged communities and racial inequities that may create service issues** *DWR and California Water Board*

## Example:

- » **Santa Clara Valley Water District developed Environmental Justice policies to understand and support engagement with disadvantaged communities**

## 2. INCREASE COMMUNITY AWARENESS OF ISSUES AND OPPORTUNITIES THAT MAY AFFECT THEIR SERVICE

### Guidance:

- » Understand and identify hard-to-reach customers and develop reliable communication channels to them *California Public Utilities Commission*

### Example:

- » Turlock Irrigation District bilingual, multi-modal outreach program to notify residents of fake utility scam calls

# 3. MEANINGFULLY INVOLVE CUSTOMERS IN AGENCY DECISION-MAKING

## Guidance:

- » **Develop relationships/partnerships with local groups and leaders to create greater inroads for communities to be involved in decision-making**  
*American Water Works Association*

## Example:

- » **Pajaro Valley Water Management Agency built an ongoing relationship with the Community Water Dialogue**

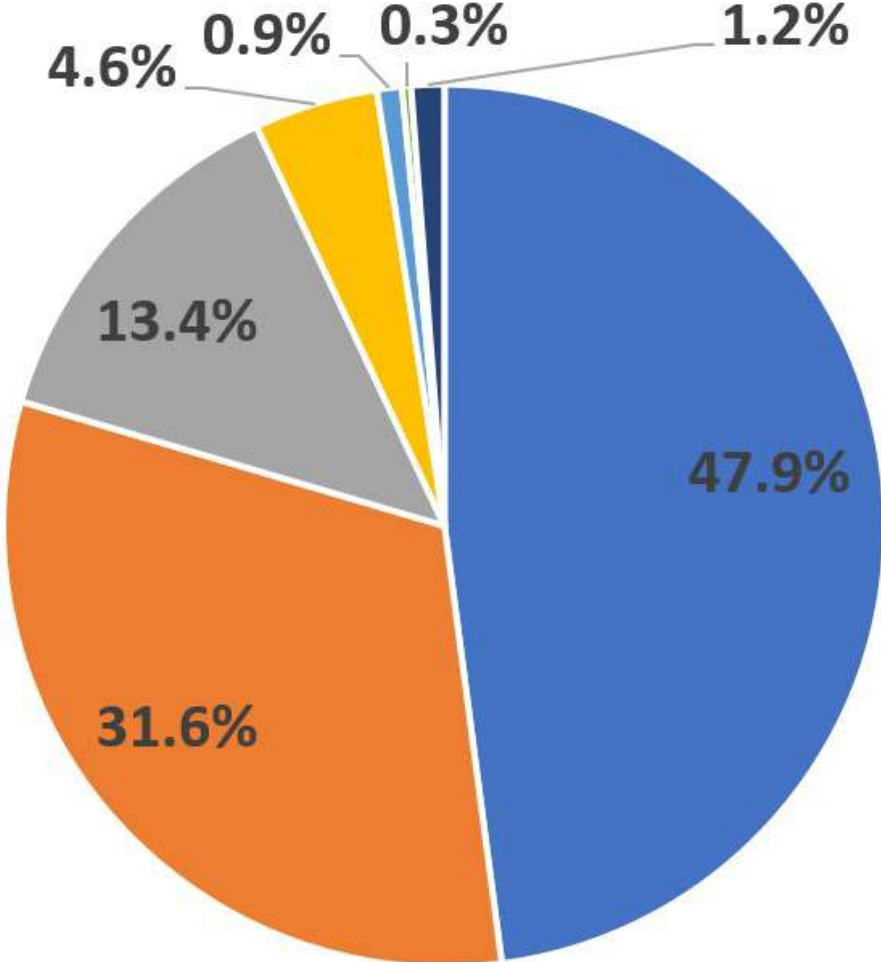
# COMMUNITY CHARACTERISTICS ASSESSMENT

# CHARACTERISTICS ASSESSED

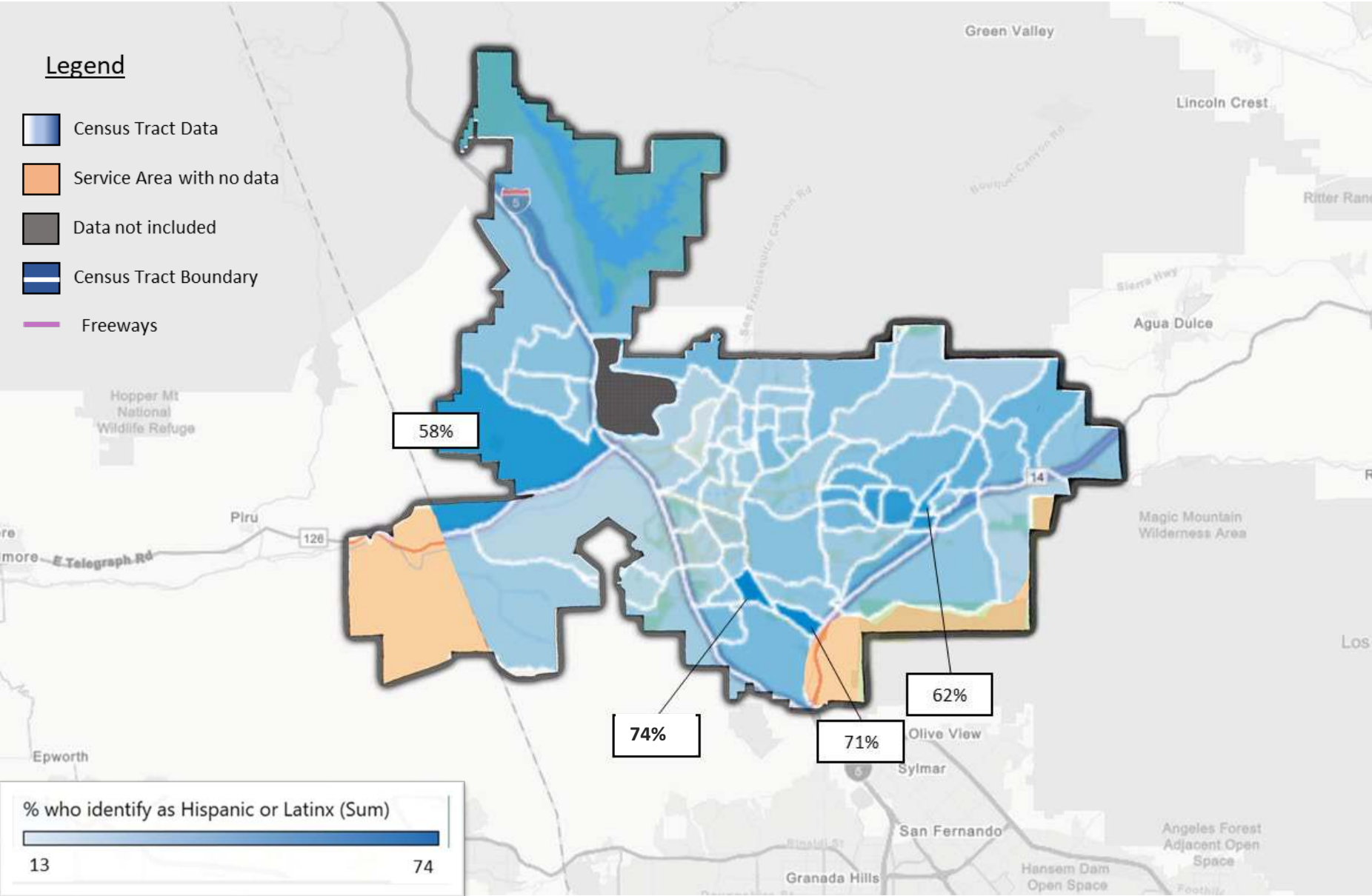
- » Race and Ethnicity
- » Languages Spoken
- » Internet Access
- » Age
- » Disadvantaged Community Designation
- » Socioeconomic Factors

# RACE AND ETHNICITY

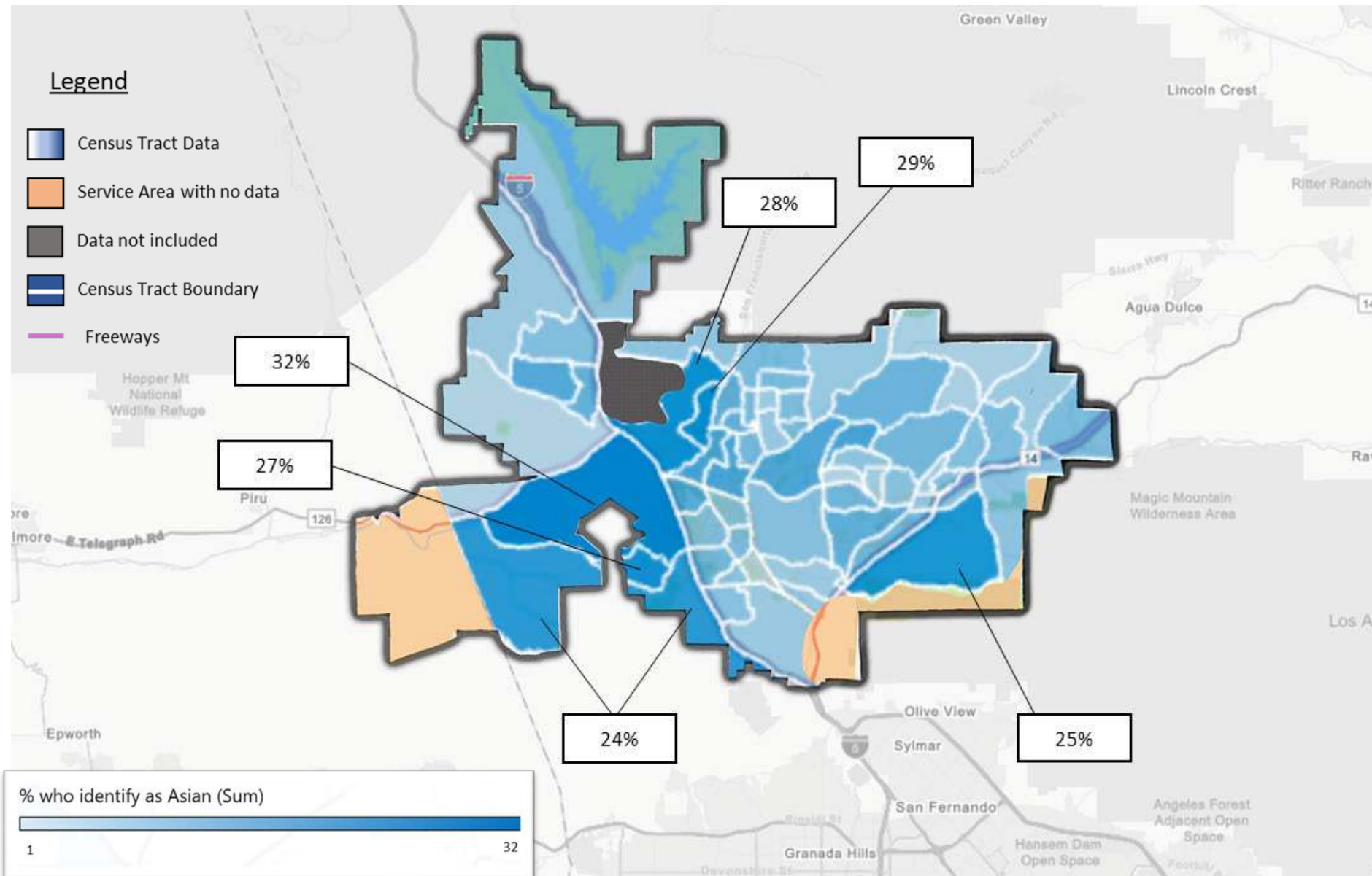
- White - 47.9%
- Hispanic / Latinx - 31.6%
- Asian - 13.4%
- Black / African American - 4.6%
- American Indian/Alaska Native - .9%
- Native Hawaiian/Other Pacific Islander - 0.3%
- Other races - 1.2%



# RACE AND ETHNICITY – HISPANIC/LATINX

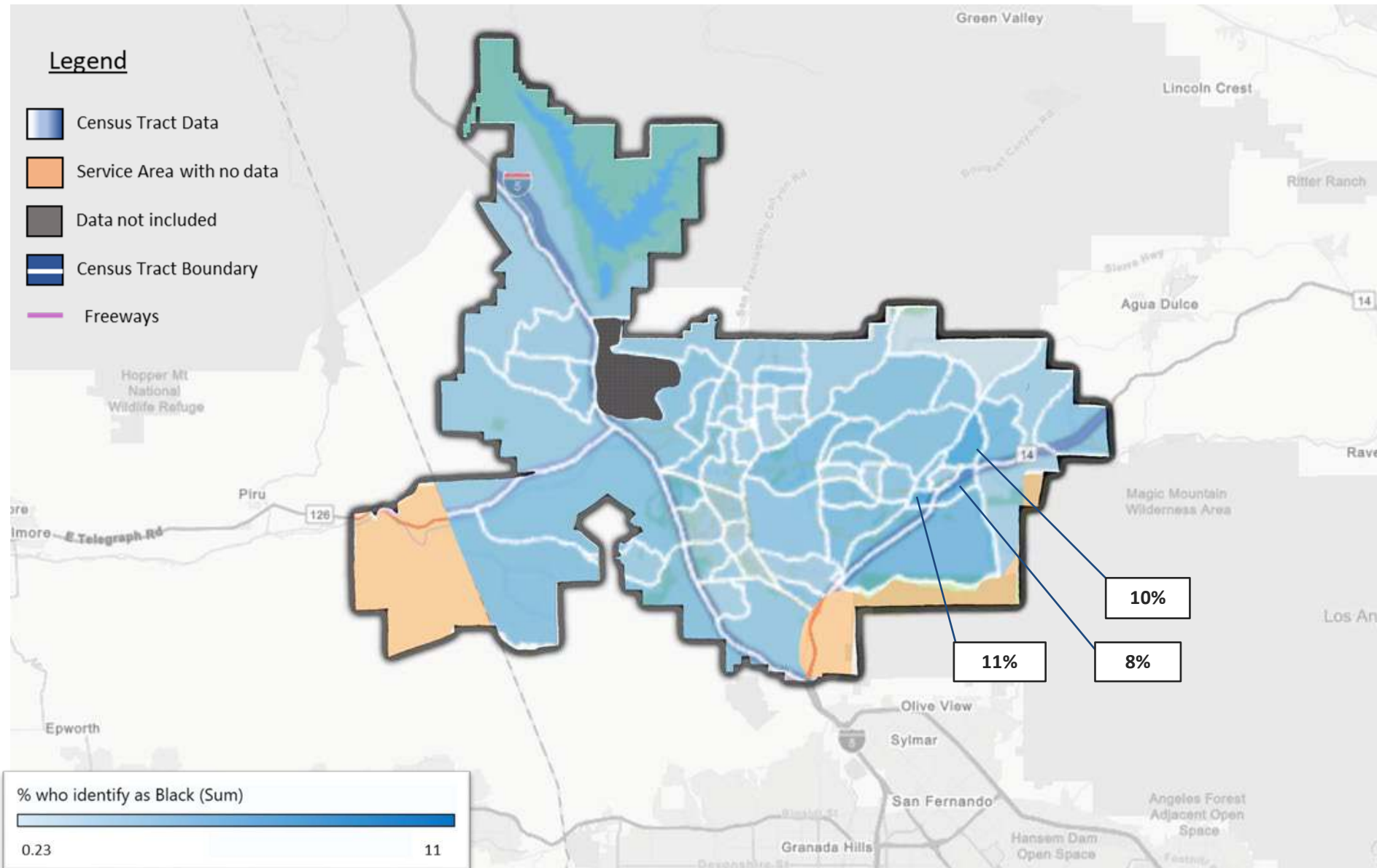


# RACE AND ETHNICITY – ASIAN





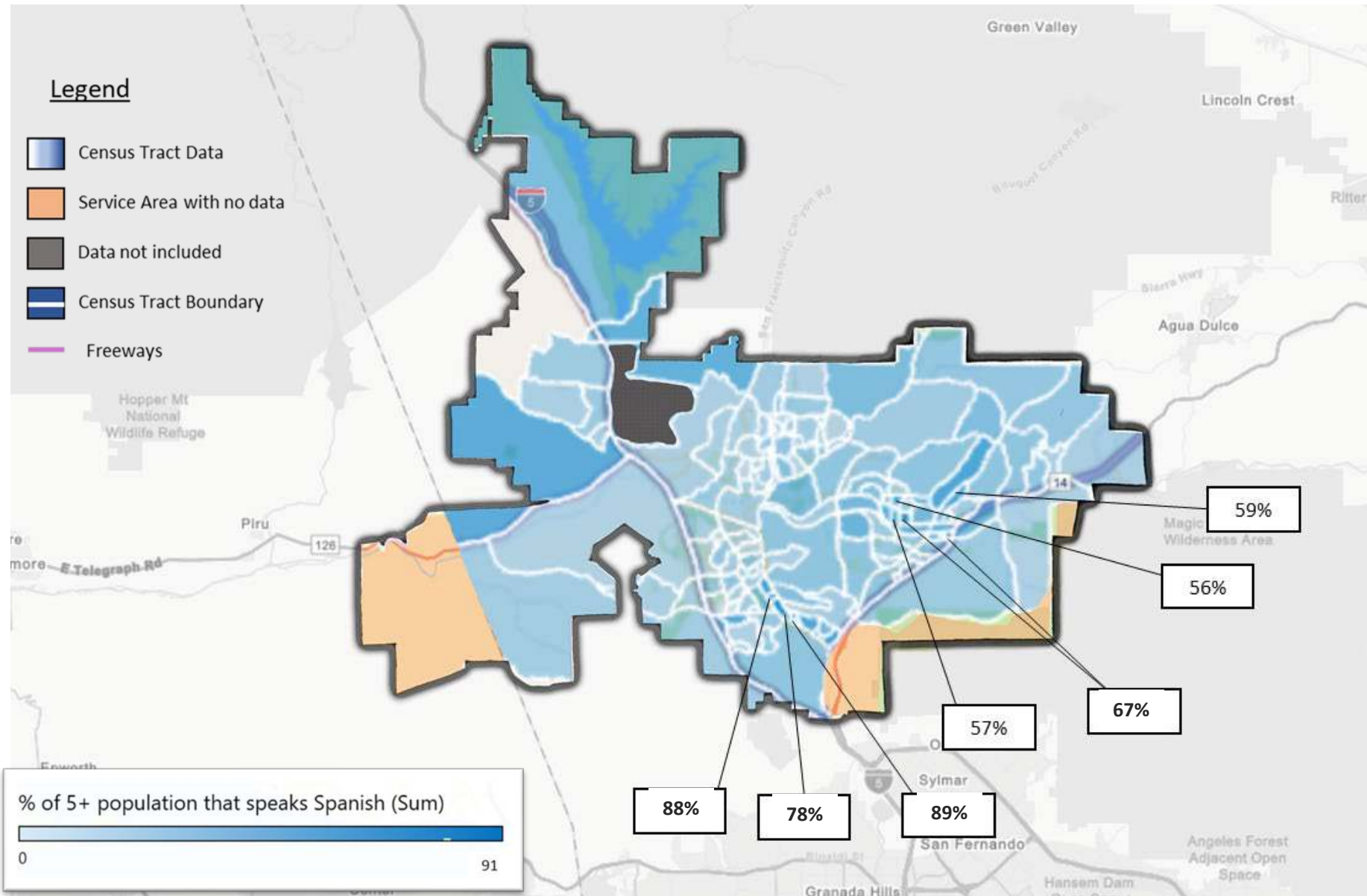
# RACE AND ETHNICITY – BLACK



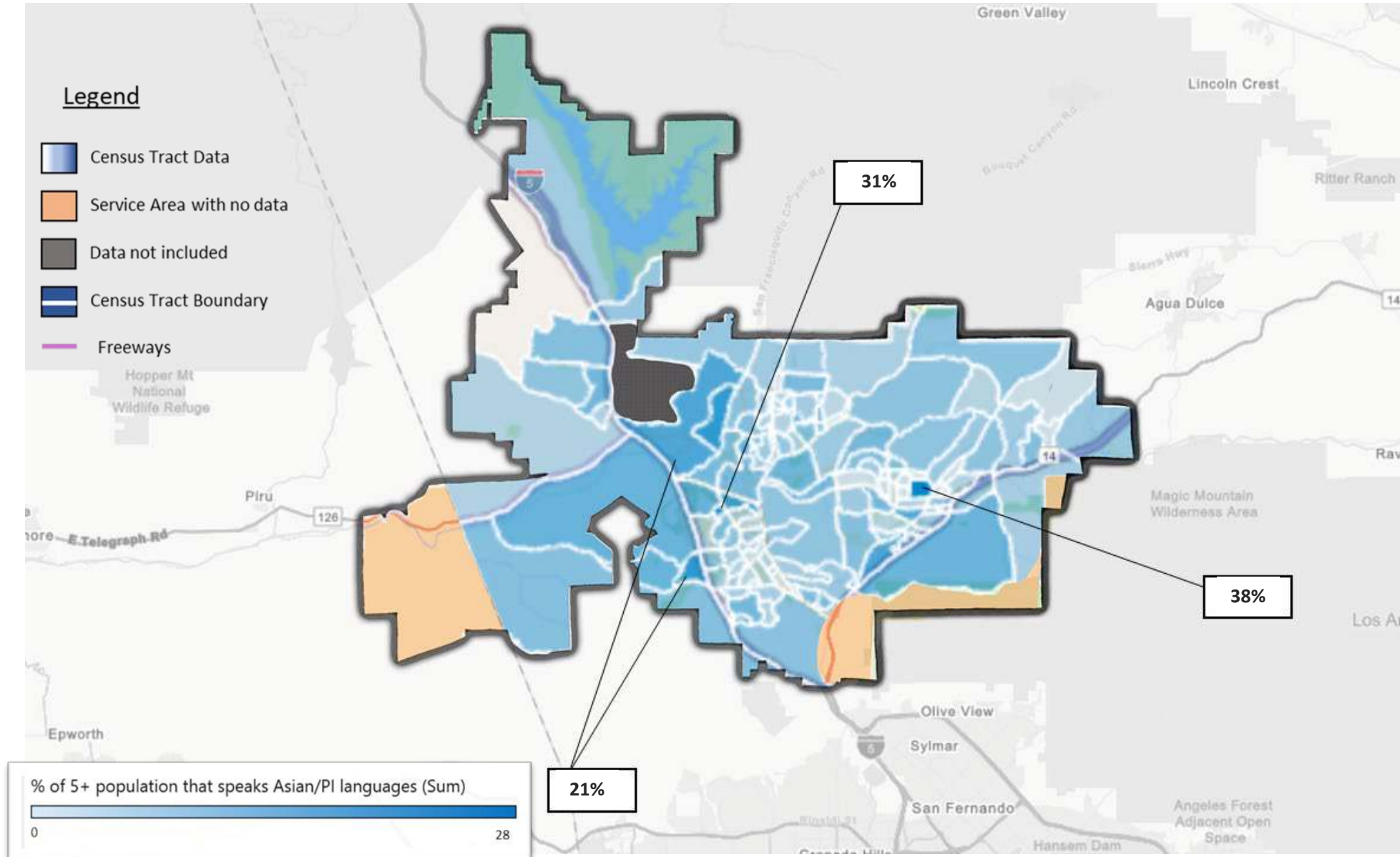
# LANGUAGES SPOKEN

- » 33% of residents speak languages other than, or in addition to, English
- » 5.5% of 18+ residents do not speak English well or at all
- » 20% of 18+ residents speak Spanish
  - » About 20% don't speak English well or at all
- » 8% of 18+ residents speak Asian and Pacific Islander languages
  - » About 13% don't speak English well or at all
- » 5% of 18+ residents speak other languages

# LANGUAGE – SPANISH SPEAKERS



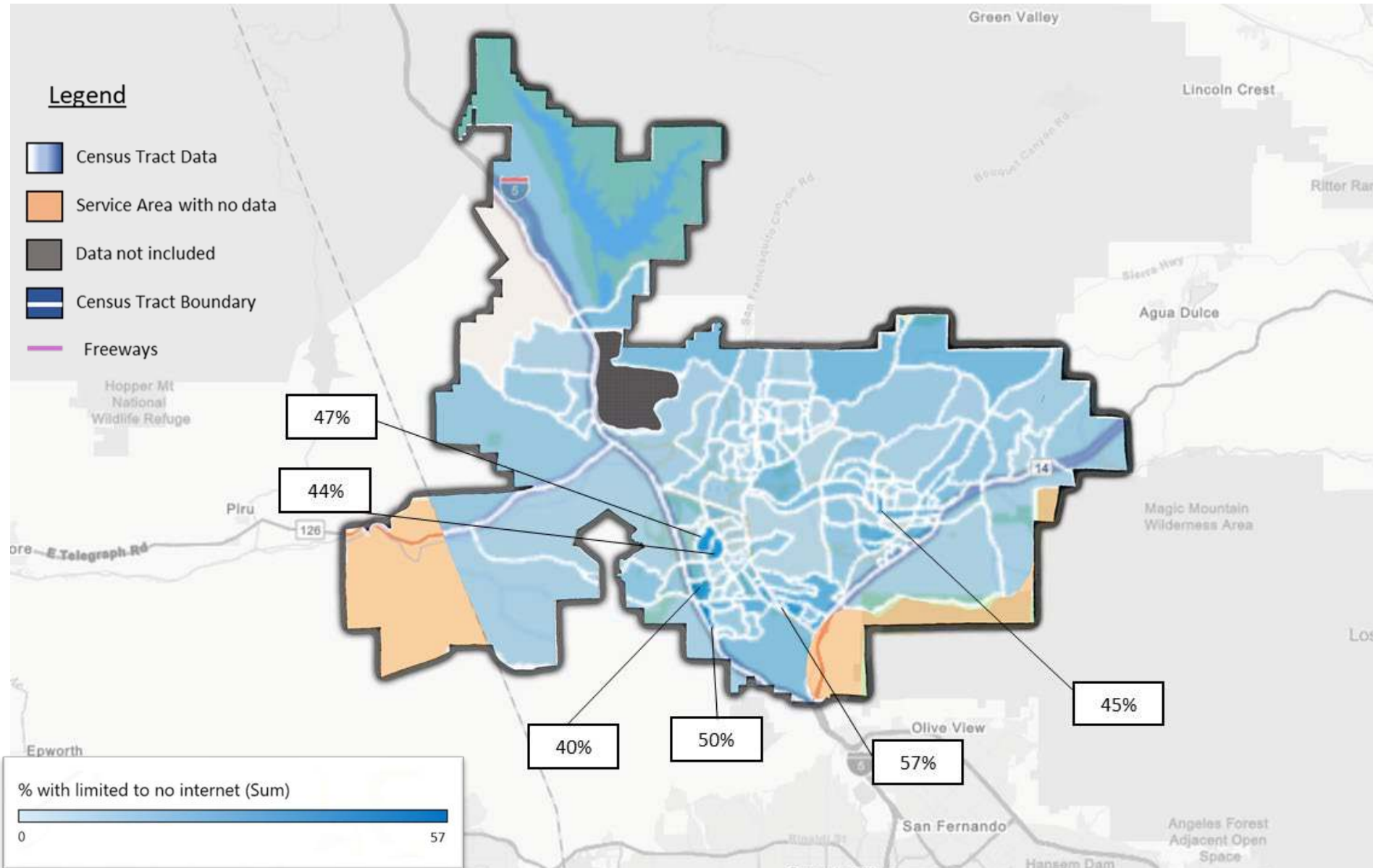
# LANGUAGE – ASIAN/PACIFIC ISLANDER LANGUAGES



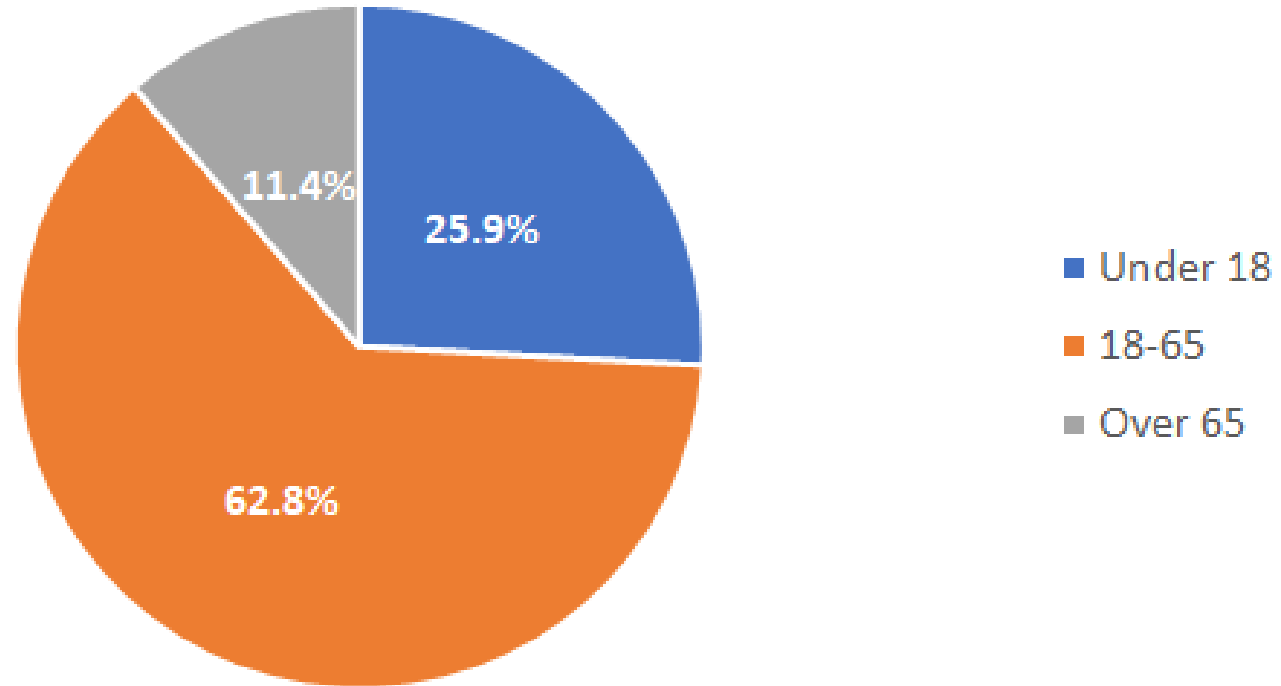
# INTERNET ACCESS

- » An estimated 5% of households do not have the internet at home (about 4,500 households)
- » An additional 6% of households only have access to the internet through their cellular data plans (about 4,900 households)

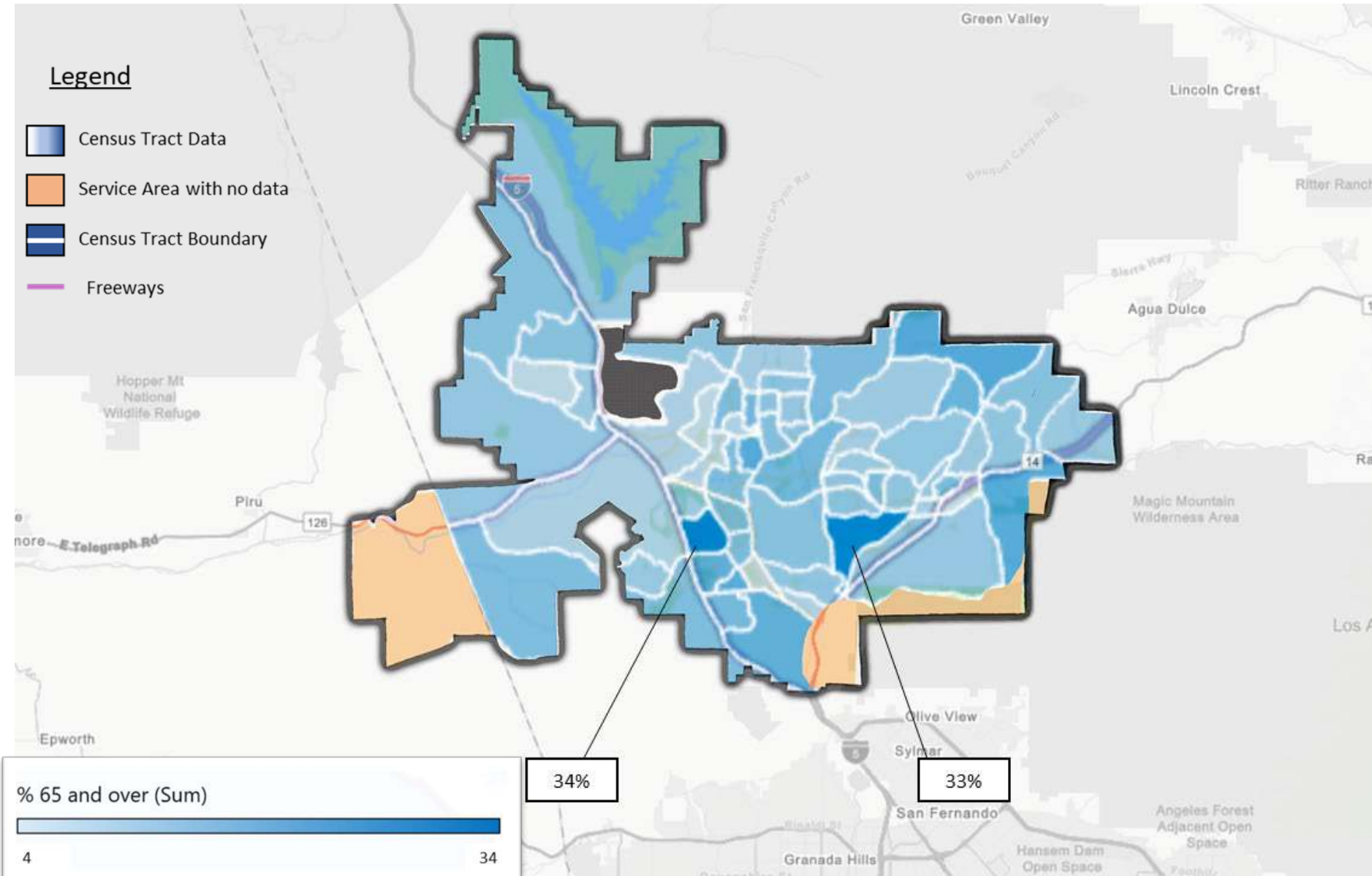
# INTERNET ACCESS – LIMITED TO NO INTERNET



# AGE

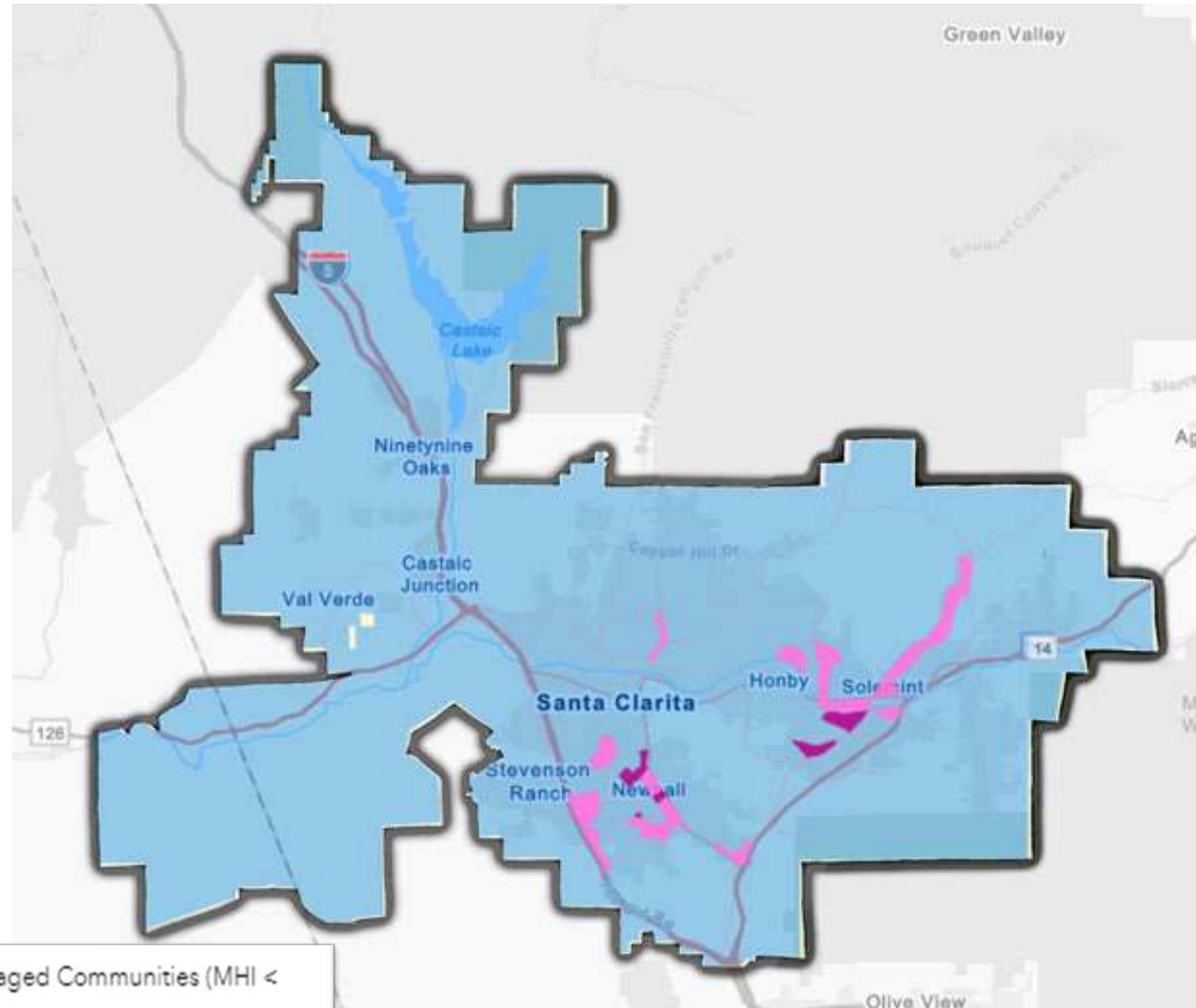


# AGE - 65 AND OLDER





# DISADVANTAGED COMMUNITY DESIGNATION



- Severely Disadvantaged Communities (MHI < \$42,737)
- Disadvantaged Communities ( $\$42,737 \leq$  MHI < \$56,982)

# NEXT STEPS

# PROCESS

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# FOR DISCUSSION

**What community leaders or organizations should we consider for interviews?**

THANK YOU!



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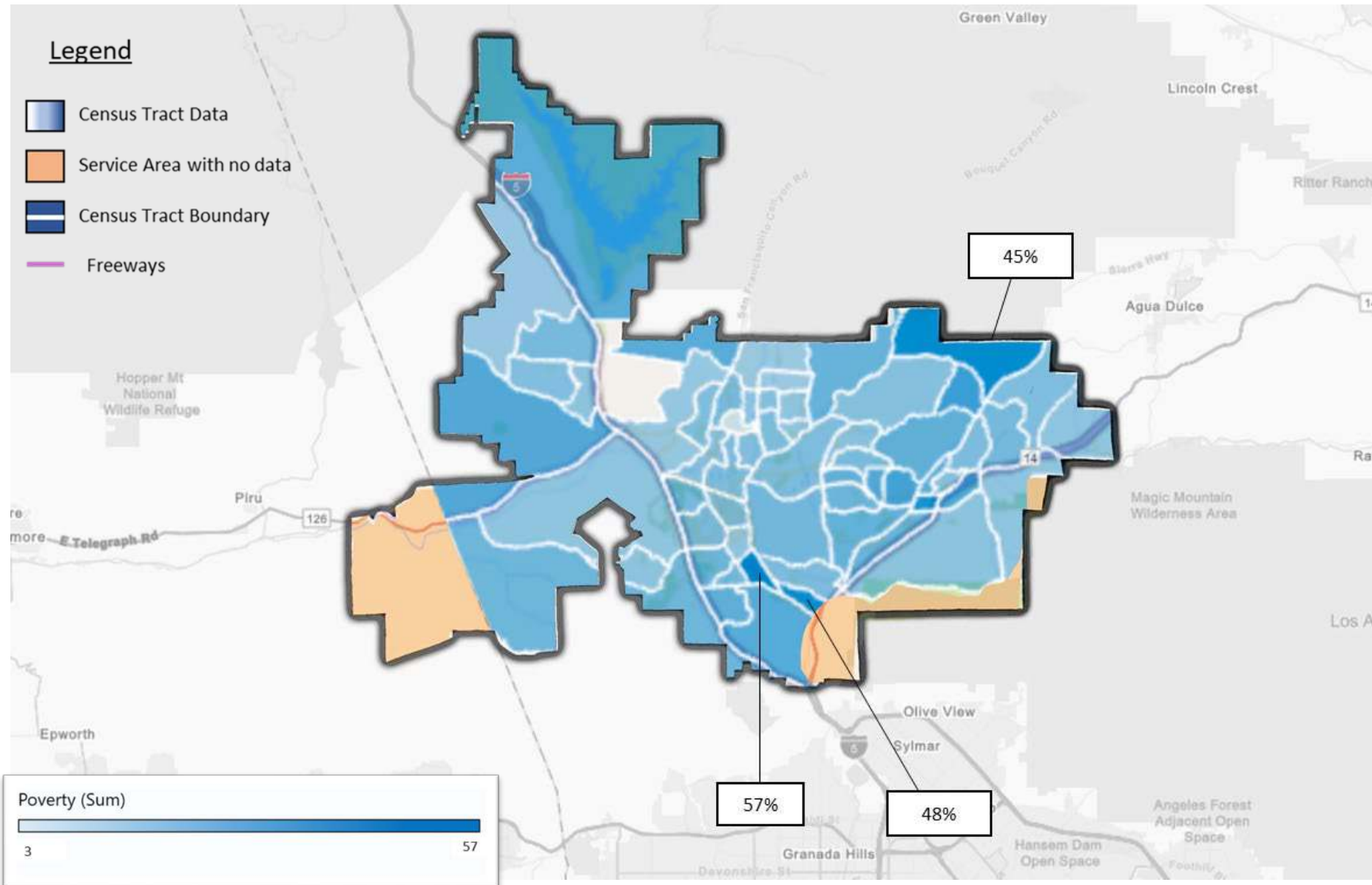
# APPENDIX SLIDES

Subtitle text for section header slide

# SOCIOECONOMIC - POVERTY

- » About 18% of all residents in the SCV Water Service Area are impoverished
- » *Impoverished is defined as those who live below two times (200%) the federal poverty level (FPL). The 2021 FPL is \$12,880 for an individual and \$26,500 for a family of four*

# SOCIOECONOMIC - POVERTY

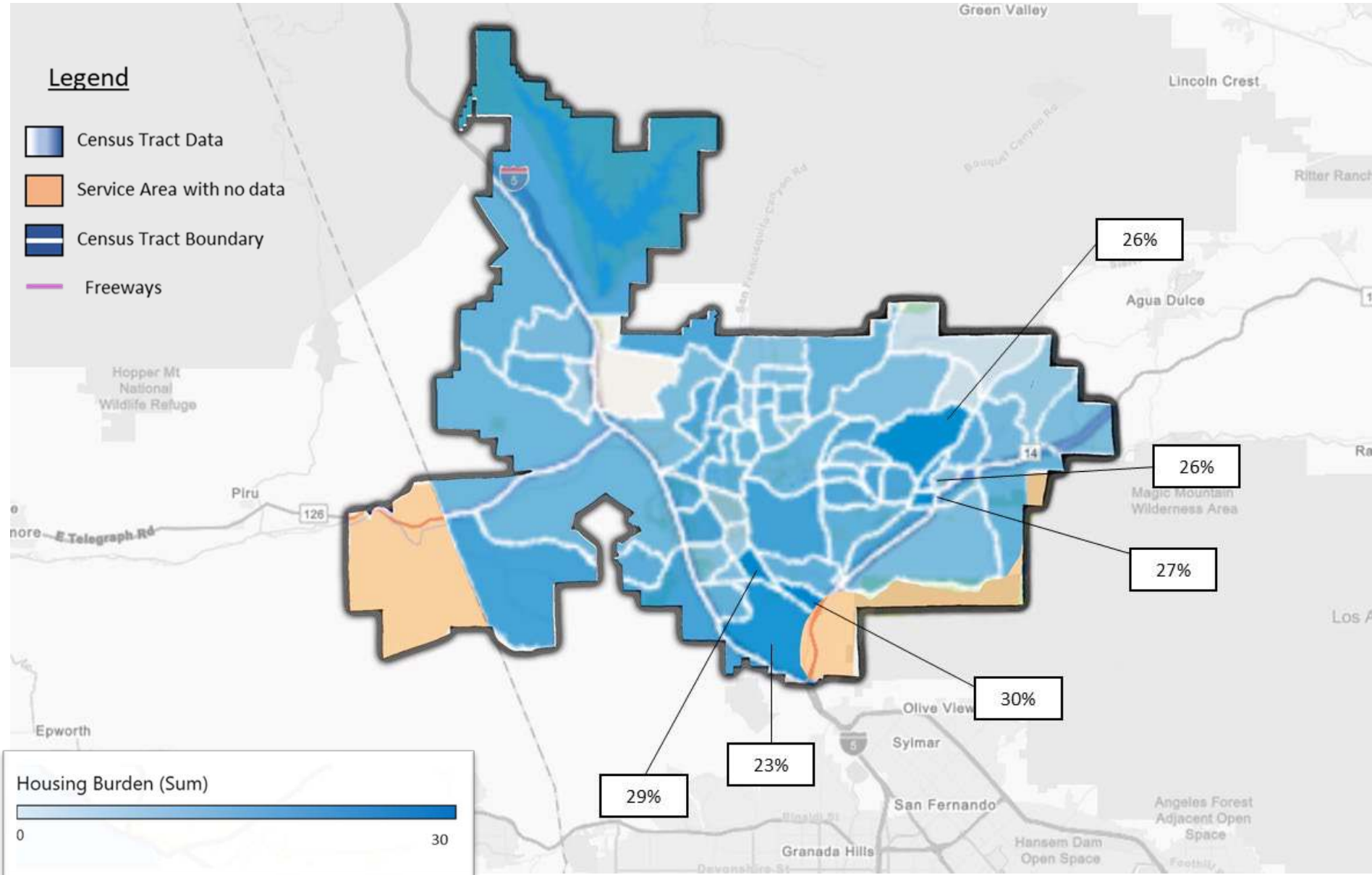




# SOCIOECONOMIC – HOUSING BURDEN

- » About 15% of households in the SCV Water Service Area are experiencing a housing burden
- » *A housing burden is defined as those households making less than 80% of the Area Median Family Income and who pay more than 50% of their monthly income on housing costs*

# SOCIOECONOMIC – HOUSING BURDEN



# SOCIOECONOMIC – UNEMPLOYMENT

- » About 5% of residents who are over 16 years old and are eligible to work are unemployed in the Service Area
- » *The unemployment percentage does not include retirees, students, homemakers, institutionalized persons except prisoners, those not looking for work, and military personnel on active duty.*

# SOCIOECONOMIC – UNEMPLOYMENT

