



## RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 Jackson Road, Rancho Murieta, CA 95683  
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### COMMUNICATION & TECHNOLOGY COMMITTEE

*(Directors John Merchant and Linda Butler)*

Regular Meeting  
January 3, 2019 at 9:30 a.m.

All persons present at District meetings will place their cellular devices in silent and/or vibrate mode (no ringing of any kind). During meetings, these devices will be used only for emergency purposes and, if used, the party called/calling will exit the meeting room for conversation. Other electronic and internet enabled devices are to be used in the “silent” mode. Under no circumstances will recording devices or problems associated with them be permitted to interrupt or delay District meetings.

### AGENDA

- 1. Call to Order**
- 2. Comments from the Public**
- 3. Review Purpose of Committee and Directors’ Role**
- 4. Review Current Outreach Tools**
- 5. Technology Priorities 2019**
- 6. Directors & Staff Comments/Suggestions [no action]**
- 7. Adjournment**

*In accordance with California Government Code Section 54957.5, any writing or document that is a public record, relates to an open session agenda item and is distributed less than 72 hours prior to a regular meeting will be made available for public inspection in the District offices during normal business hours. If, however, the document is not distributed until the regular meeting to which it relates, then the document or writing will be made available to the public at the location of the meeting.*

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is December 28, 2018. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

## MEMORANDUM

Date: December 27, 2018  
To: Communications & Technology Committee  
From: Mark Martin, General Manager  
Subject: Review Purpose of Committee and Directors' Role

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### RECOMMENDED ACTION

Review purpose of the Communications & Technology Committee and the Directors' Role.

### BACKGROUND

With a new Director joining this committee, I would like to take a few minutes to review the purpose of this Committee and the role of the Directors and staff. Per the District Code, Section 12.02f:

#### *12.02f Communication & Technology Committee*

*The Communication and Technology Committee shall be concerned with:*

- a. Assuring that information regarding the affairs of the District is adequately and appropriately communicated to its constituents and the public at large.*
- b. Using technology to create efficient and effective uses to better serve the District and its customers.*

*The Committee shall study, advise and make recommendations with regard to:  
Communication Focus:*

- a. Developing the District's Communication Plan*
- b. Defining the goal, frequency, message, audience and costs of the various communication methods used by the District.*
- c. Assisting staff with planning of (to include but not limited to):*
  - 1. Personal Appearances*
  - 2. Pipeline*
  - 3. Bill Stuffers*
  - 4. Channel 5*
  - 5. Newsprint Coverage*
  - 6. Brochures*
  - 7. Field Trips/Open House*
  - 8. Web Page*
- d. Responding on behalf of the Board, as appropriate and timely, through staff, to requests from various District membership organizations (i.e., CSDA, ACWA, Regional Water Authority) for political and/or legislative support, either in a letter writing campaign or de minimis financial support.*

*Technology Focus:*

- a. Research, evaluate and recommend technology improvements, both software and hardware.*
- b. Recommend policies and procedures relating to technology and District's use thereof.*
- c. Liaise and consult with other community organizations regarding available technology.*