



## RANCHO MURIETA COMMUNITY SERVICES DISTRICT

15160 Jackson Road, Rancho Murieta, CA 95683

Office - 916-354-3700 Fax – 916-354-2082

### COMMUNICATION & TECHNOLOGY COMMITTEE

*(Directors Linda Butler and Stephen Booth)*

Regular Meeting

December 7, 2023 at 8:30 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. ***Discussion Item* Update on Website and Social Media**
3. ***Discussion Item* Consider Draft Communication Strategy**
4. ***Discussion Item* Proposed List of Communication Topics**
5. ***Discussion Item* Improve Communication Vehicles**
  - a. **Direct**
    - a. **Email**
    - b. **Text**
  - b. **Indirect**
    - a. **Pipeline**
    - b. **Website**
    - c. **Facebook Page**
6. ***Discussion Item* Improve Communication Tracking**
  - a. **Follow Up on Questions at Board Meetings**
  - b. **Correspondence**

## **7. Comments from the Public**

*If you wish to speak during Comments from the Public or would like to comment regarding an item appearing on the meeting agenda, please complete a public comment card and submit to the Board Secretary prior to Public Comments. We will hold all comments until the Public Comment section.*

## **8. Directors & Staff Comments/Suggestions**

## **9. 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 24 hours prior to a special 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."

In compliance with the Americans with Disabilities Act if you are an individual with a disability and you need a disability-related modification or accommodation to participate in this meeting or need assistance to participate in this teleconference meeting, please contact the District Office at 916-354-3700 or [awilder@rmcsd.com](mailto:awilder@rmcsd.com). Requests must be made as soon as possible.

Note: This agenda is posted pursuant to the provisions of the Government Code commencing at Section 54950. The date of this posting is December 1, 2023. Posting locations are: 1) District Office; 2) Post Office; 3) Rancho Murieta Association; 4) Murieta Village Association.

WHAT ARE YOUR TOP CAMPAIGNS?

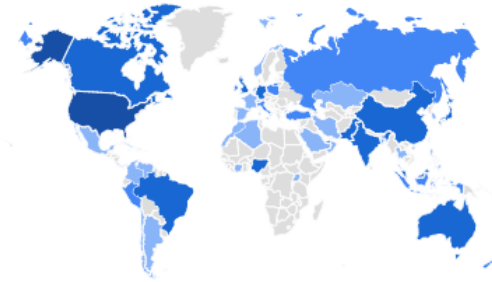
Sessions by Session default channel group



| SESSION DEFAULT CHANNEL GRO... | SESSIONS |
|--------------------------------|----------|
| Organic Search                 | 1.2K     |
| Direct                         | 975      |
| Referral                       | 62       |
| Organic Social                 | 11       |
| Unassigned                     | 7        |

[View traffic acquisition](#) →

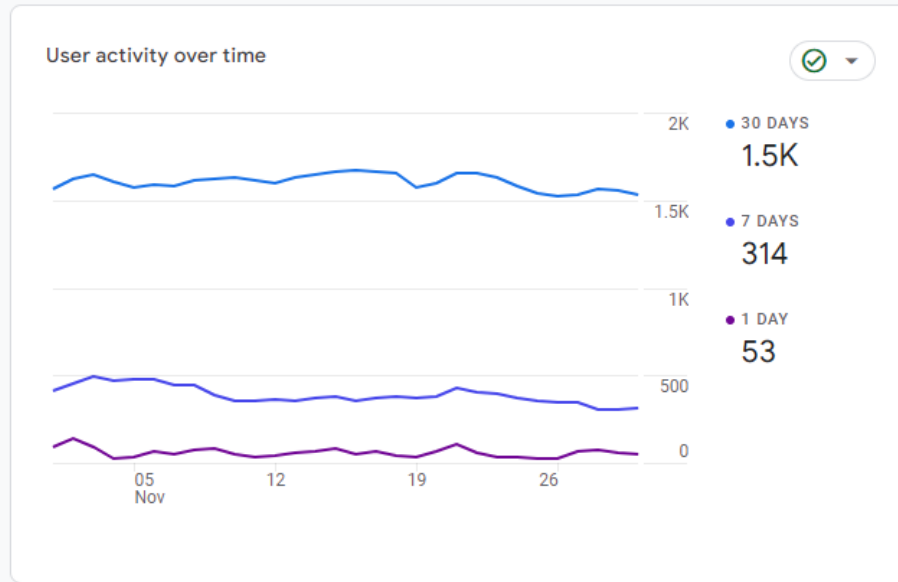
Users by Country



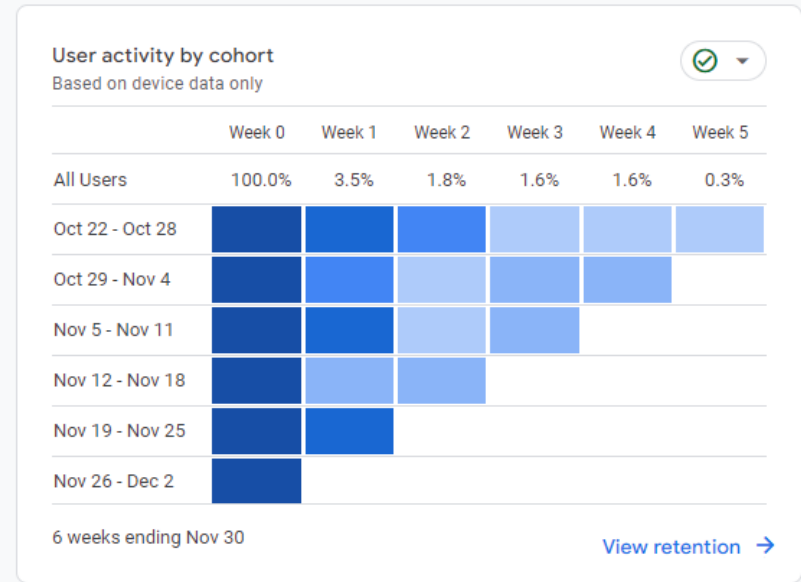
| COUNTRY        | USERS |
|----------------|-------|
| United States  | 1.5K  |
| India          | 9     |
| Canada         | 8     |
| China          | 7     |
| Australia      | 4     |
| Germany        | 3     |
| United Kingdom | 3     |

[View countries](#) →

### HOW ARE ACTIVE USERS TRENDING?



### HOW WELL DO YOU RETAIN YOUR USERS?



## WHICH PAGES AND SCREENS GET THE MOST VIEWS?

Views by Page title and screen class



| PAGE TITLE AND SCREEN ...                        | VIEWS |
|--|-------|
| <a href="#">Rancho Murieta Community ...</a>     | 1.2K  |
| <a href="#">Pay A Utility Bill - Rancho M...</a> | 386   |
| <a href="#">Employment Opportunities - ...</a>   | 301   |
| <a href="#">ACCESS YOUR ACCOUNT - R...</a>       | 127   |
| <a href="#">Frequently Asked Questions ...</a>   | 127   |
| <a href="#">Integrated Water Master Pla...</a>   | 121   |
| <a href="#">Board of Directors Meetings ...</a>  | 119   |

[View pages and screens: page path and scree...](#) →

Users by City



| CITY                           | USERS |
|--------------------------------|-------|
| <a href="#">Rancho Murieta</a> | 254   |
| <a href="#">San Jose</a>       | 153   |
| <a href="#">Sacramento</a>     | 125   |
| <a href="#">Los Angeles</a>    | 69    |
| <a href="#">Boardman</a>       | 38    |
| <a href="#">San Francisco</a>  | 36    |
| <a href="#">Moses Lake</a>     | 34    |

[View cities](#) →

## Page Overview

Followers: 394

[Create a post](#) Last 28 days

|                   |       |
|-------------------|-------|
| Post reach ⓘ      | 1,273 |
| Post Engagement ⓘ | 116   |
| New followers ⓘ   | 2     |

[See Details](#)

## Top Performer



November 20 at 9:37 AM · 🌐

Post Impressions ⓘ

1,430

Post reach ⓘ

1,243

Engagement ⓘ

120

[See insights](#)

[Boost post](#)

## Content

Most recent content

Content  
[See content](#)

Ads  
[See Ads](#)

## Audience

394 Facebook followers

### Age and Gender

- Men 30.20%
- Women 69.80%



[See Details](#)

## What does Facebook post engagement mean?

Post engagement on Facebook refers to the total number of actions people take involving your posts. This includes liking/reacting, commenting, sharing, claiming your offers, clicking the link, etc.

When people see posts that are relevant to them, they're more likely to interact. So, higher post engagement indicates that your ads are relevant to your target audience.

Post reach is the number of people who saw any of your posts at least once. This metric is estimated.

Paid reach is the number of people who had a paid post from your Page enter their screen. Organic reach is the number of people who had an unpaid post from your Page enter their screen. Organic reach can be broken down into viral and nonviral:

- **Viral:** The number of people who had any content from your Page or about your Page enter their screen because their friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.
- **Nonviral:** The number of people who had any content from your Page enter their screen. This doesn't include when someone's friend likes or follows your Page, engages with a post, shares a photo of your Page and checks into your Page.

If your post reaches someone through both paid and organic distribution, they're counted toward each. Keep in mind that the sum of organic and paid reach won't always equal post reach. For example, if one person sees your post through both organic and paid distribution, they'll be counted as 1 in organic reach, 1 in paid reach, and 1 in post reach.

## What are impressions?

Impressions on Facebook tell you how many times your content was displayed on a screen. For example, if your ad was displayed on one user's phone screen, then again when the same user browsed Facebook on their desktop, both of those instances would be counted as an impression.

Impressions are not a measure of how many people click on your ad, nor does it measure what they do with it after it is displayed. Instead, impressions are used as a general insight of how many times Facebook, or whichever other social platforms you're running ads on, shows your content on any device.

# Rancho Murieta Community Services District

## Draft Comprehensive Communications Strategy

### 1 Goals and Objectives:

- 1.1 Clearly define the purpose of our communication strategy (*Keep Residents Informed, Increase Awareness about the Services Provided by the District, Share Progress, Promote water conservation and responsible waste management, Enhance community Engagement and Trust, Ensure timely and accurate dissemination of information*)
- 1.2 Set measurable objectives (*Add \$1 million to reserves each Fiscal Year, Transition 90% of customers to ACH from paper checks by July 1, 2004*),

### 2 Identify Target Audience:

- 2.1 Understand who our primary audience is (community residents, local businesses, schools/educational institutions, media outlets, local government and regulatory bodies, other stakeholders)
- 2.2 Tailor our messages to resonate with each specific audience segment.

### 3 Key Messages:

- 3.1 Develop clear and concise messages that align with our objectives
- 3.2 Ensure consistency in messaging across all communication channels

### 4 Communication Channels

- 4.1 Select appropriate channels based on target audience. Common channels:
  - Website: Maintain an informative, user-friendly website with updates, FAQs, and resources.*
  - Social Media (Utilize platforms like Facebook/Instagram for regular updates, tips, & community engagement)*
  - Newsletters (email or physical)*
  - Community Meetings: Host regular town hall meetings for face-to-face interaction.*
  - Educational Programs: Workshops, webinars, & seminars on conservation, waste management, & security*
  - Local Media (newspapers, radio, TV)*

### 5 Content Calendar:

- 5.1 Plan a content calendar to ensure regular communication.
- 5.2 Align content with events, holidays or specific initiatives

### 6 Engagement Initiatives:

- 6.1 Develop initiatives to encourage community participation
- 6.2 Consider contests, challenges, or community events to foster engagement

### 7 Feedback Mechanism

- 7.1 Establish a feedback mechanism to allow the community to provide input
- 7.2 Respond promptly to feedback and address concerns

### 8 Crisis Communication Plan:

- 8.1 Develop a plan for addressing crises or unexpected events
- 8.2 Outline key messages and communication channels during emergencies.
- 8.3 Collaborate with local schools, community groups, & businesses to amplify the reach of communication initiatives.
- 8.4 Partner with environmental organizations for joint events or awareness campaigns.

### 9 Partnerships and Collaborations:

- 9.1 Explore partnerships with local organizations or businesses to expand our reach.
- 9.2 Collaborate on events or initiatives that align with our objectives.

### 10 Metrics and Evaluation:



10.1 Define Key Performance Indicators (KPIs) to measure the success of our strategy

10.2 Regularly evaluate performance and make adjustments based on data

### **11 Budget Allocation:**

11.1 Allocate resources for website maintenance, social media management, print materials, and event sponsorship

11.2 Prioritize channels that are most effective in reaching our target audience

### **12 Training and Development**

12.1 Train staff to effectively communicate with the community.

12.2 Provide resources for ongoing professional development in communication strategies.

### **13 Consistent Branding**

13.1 Maintain consistent branding across all communication materials

13.2 Use logos, colors, and fonts that represent the identity of the service district

### **14 Legal and Compliance Considerations:**

14.1 Ensure that all communication complies with legal and compliance requirements.

14.2 Consider privacy and data protection issues

### **15 Regular Review and Adaptation**

15.1 Schedule regular reviews of our communication strategy

15.2 Adapt our approach based on changing community needs, technological advancements, or other relevant factors.

## Proposed Key Messages

- Emphasize the importance of water conservation and responsible use.
- Highlight the district's commitment to environmental sustainability.
- Showcase the benefits of recycling wastewater for irrigation.
- Encourage active participation in waste separation and recycling efforts.
- Reassure the community about the effectiveness of security and patrol services.

Share updates regarding:

- Audits
- Budgets
- Capital Improvements
- Bills/Bill Payment Procedures
- District Hours/Holiday Hours
- Special Events (ex: Townhall Meeting)
- Potential Health Hazards (Cyanobacteria)
- Water Quality
- Waste Collection