



Ironhouse Sanitary District BOARD OF DIRECTORS *STAFF REPORT*

DATE: April 7, 2020
TO: Members of the Board of Directors
FROM: Chad Davisson – General Manager
SUBJECT: **Staff Report – Public Outreach**

Upcoming December Outreach Activities:

Oakley Science Week at Ironhouse, Postponed

The event was to take place April 11 has been postponed until November.

Oakley Science Week at Ironhouse (postponed until November)

- Working with city on set-up of program
- Contacted the bird rescue organization about setting up date
- Contacted Diablo Water District about coming to event

Ironhouse Rate Public Outreach (on-going)

- Developed working models for rate public outreach mailing
- Working on organizing public campaign about rate changes

Website updates (on-going)

- Working on Website redesign specification
- Developing layout, color choices and site changes for Civic Plus

Branding Campaign (on-going)

- Now that the new website design is being set up, a new logo design is one of the first steps
- Branding slogans research

CSDA Ironhouse Sanitary District's Alum Feed Story (complete)

- See attached copy of article

Ironhouse Sanitary District 75th Anniversary Celebration (on-going)

- Set date for 75th Anniversary Celebration for Aug. 15, 2020
- Drafted letter inviting select representatives to speak at event

- Working on sponsorship program to give out to ISD vendors to help pay for a portion of the event

Social media campaigns (on-going)

- Developed Facebook, Twitter and Instagram message.
- Wrote press releases and social media messaging on CWEA wins
- Wrote press release and social media messaging on WRF new hire

Government Finance Officers Association Certification (GFOA) (complete)

- Completed CAFR report back from printer
- See copies for all Board members

Fats, Oils and Grease FOG Station (Ongoing)

- Continued outreach for grease
- Worked with collection company to pick up grease
- There is no charge for this service
- Thank you to the collections team for helping to keep FOG building clean
- Designed new banner for Main Street sign

Outreach Calendar Development (on-going)

- Add special events and activities to Outreach calendar

Website updates and other general Outreach duties

- Monthly meetings with GM and Assistant GM
- Board meeting updates
- Social media updates (on-going)
- Various other in-house projects as they come up