

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

April 13, 2011

Michael LeBrun,
Nipomo Community Services District (NCSD)
148 Wilson Street, P.O. Box 326
Nipomo, CA 93444

(805) 929-1133 Phone
(805) 929-1932 Fax

Dear Michael LeBrun:

Public Data Request #2

In the April 13th 2011 Board meeting, Agenda Item E-3 Tramutola/Truenorth/Terrainstates made a power point presentation.

I am requesting that NCSD post the presentation on it's web site. If that is not possible then I am making a public record request for a copy of the presentation that is in color.

Thank You



Harold Snyder

RECEIVED
APR 14 2011
NIPOMO COMMUNITY
SERVICES DISTRICT

NIPOMO COMMUNITY

BOARD MEMBERS

JAMES HARRISON, PRESIDENT
LARRY VIERHEILIG, VICE PRESIDENT
MICHAEL WINN, DIRECTOR
ED EBY, DIRECTOR
DAN A. GADDIS, DIRECTOR



Serving the Community Since 1965

SERVICES DISTRICT

STAFF

MICHAEL LEBRUN, INTERIM GENERAL MANAGER
LISA BOGNUDA, ASSISTANT GENERAL MANAGER
PETER SEVCIK, P.E., DISTRICT ENGINEER
TINA GRIETENS, UTILITY SUPERINTENDENT
JON SEITZ, GENERAL COUNSEL

148 SOUTH WILSON STREET POST OFFICE BOX 326 NIPOMO, CA 93444 - 0326
(805) 929-1133 FAX (805) 929-1932 Website address: ncsd.ca.gov

April 20, 2011

Harold Snyder
P.O. Box 926
Nipomo, CA 93444

PUBLIC DOCUMENTS REQUEST DATED APRIL 13, 2011 AND RECEIVED BY
NIPOMO COMMUNITY SERVICES DISTRICT APRIL 14, 2011

Dear Mr. Snyder:

The document you requested in your public records request dated April 13, 2011, identified in your request as a power point presentation by Tramutola/Truenorth/Terrainstates from April 13, 2011, Board meeting, is complete. The colored paper copies are ready for pick up in our office. The copy charge is \$2.30.

Sincerely,

NIPOMO COMMUNITY SERVICES DISTRICT



Michael LeBrun
Interim General Manager

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TRAMUTOLA
THE DISCIPLINE OF WINNING

Presentation to

NIPOMO
Community Services District

Bonnie Moss
Executive Vice President
TRAMUTOLA LLC

Brian Robinson
Principal
Terrain Consulting Inc.

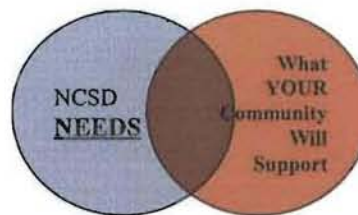
April 13, 2011

NCSD: Revenue Measure FEASIBILITY

QUESTION:
Is a Supplemental Water
Measure FEASIBLE?

ANSWER: TBD.

INTERSECTION OF INTERESTS



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FEASIBILITY: *What We've Learned So Far...*

POLLING UPDATE

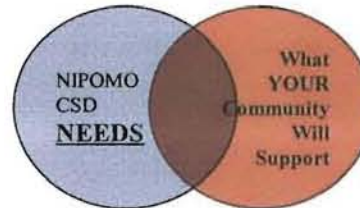
- Analysis underway - continuing...
- Analysis process is complex

EARLY DATA SHOWS...

*Awareness of the problem
IS LOW*

RECOMMENDATION:

*Slow down...Take the time to
Engage/educate your community
on the problem*



RECOMMENDATIONS - TODAY:

- 1. ESTABLISH A PUBLIC EDUCATION PROGRAM - TO COMMUNICATE YOUR NCSD STORY**
- 2. ACTIVATE A BOARD AD HOC COMMITTEE TO OVERSEE THE PROCESS**
- 3. DELAY NCSD's 2011 SCHEDULED RATE INCREASE UNTIL THE FALL**

RECOMMENDATIONS - TODAY:

WHY?

- **NCS D has a responsibility to adequately inform the community**
- **NCS D constituents deserve to be heard**
- **Public Education is critical for successful projects/programs**
- **An informed constituency is an engaged constituency**

HOW?

- **ENGAGE.** Back to basics - engage stakeholders on the **PROBLEM**
- **LISTEN.** **SEEK** feedback – and **ACTIVELY LISTEN**
- **TRACK.** Track the feedback received in this process
- **BUILD CONSENSUS.** *People support what they help create*
- **EVALUATE.** *Let the evidence tell you where you need to go*

RECOMMENDATIONS - TODAY:

BENEFITS / VALUE

- **OPEN GOVERNMENT - TRANSPARENCY**
- **LEGITIMACY - THIS ISSUE MATTERS**
- **IMPROVED CUSTOMER RELATIONS & SERVICE**
- **BUILDS INFORMED CONSENT**
- **LONGTERM QUALITY OF LIFE IN OUR COMMUNITY**

Public Education Strategies - Some Examples

- 1. Direct Mail**
 - ✓ Research Driven
 - ✓ Simple-Accurate-Compelling

- 2. Face-To-Face Communications**
 - ✓ Stakeholder Meetings
 - ✓ Opinion Leader Interviews
 - ✓ Door-To-Door

- 3. Media Relations**
 - ✓ Website & Social Media
 - ✓ Newsletter
 - ✓ Earned Media

TRAMUTOLA Philosophy

Public Communications should...

- ✓ Be Prudent With Public \$\$\$
- ✓ Be Honest with Voters
- ✓ Provide Information ONLY
- ✓ Facts, Not Scare Tactics
- ✓ Remember the District's Role

2011 Communications Schedule

☐ Spring-Early Summer:	Continue Due Diligence Assessment/Planning
☐ May - June - July:	<u>Public Education & Communications Stakeholder / Community Engagement</u>
☐ August:	Evaluate - DECISION POINT (post-Spring efforts)
☐ Sept - Oct:	<u>Public Education & Communications Stakeholder / Community Engagement</u>
☐ Early November:	Evaluate - DECISION POINT , (post-Fall efforts)
☐ By Nov 30 2011:	<u>Comprehensive DECISION POINT</u> Determine new Measure Schedule

From Feasibility to "Election Ready"

Success Indicators:

- ☐ **Intersection of Interests** - Clearly Identified
- ☐ **NEED** (e.g. Facilities NEEDS) - Communicated
- ☐ **VOTERS** - Aware & Engaged
- ☐ **Needs Assessment / A Plan Exists** (*It's appropriate, aligned, and detailed*)
- ☐ **Board** - Informed and Prepared
- ☐ **Campaign Organization** - Established. In the "READY" position

