



TRIUNFO SANITATION DISTRICT

A PUBLIC AGENCY

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Providing Outstanding Service Since 1963

February 26, 2018

Board of Directors
Triunfo Sanitation District
Ventura County, California

TRIUNFO SANITATION DISTRICT YEAR IN REVIEW 2017

Summary

It was suggested to staff that Triunfo Sanitation District (TSD) revisit a past practice of compiling a "Year in Review" document for 2017 to highlight significant District events and accomplishments. It was further suggested that such a document could be issued as a news release to local media, and it was requested that staff consider that and other means of public dissemination of the District's major achievements over the past year.

In response to this request, staff reviewed Board agendas and minutes from 2017, conferred with General Manager Norris, and created a draft selection of items that could be listed as part of the "Year in Review," including the following:

- New Board members Susan Pan and Raymond Tjulander
- Continued support of the Pure Water Project
- Purchase of the Calleguas Municipal Water District recycled water system
- National Award for Outstanding Financial Performance
- Participation in MWD's Conservation Rebate Program

In addition to a news release to local media, promotion could include a flyer for distribution at outreach events such as the Westlake Village Street Festival, an insert with Oak Park Water Service customer bills, a general mailing to all TSD customers (wastewater included) and highlights on the District website and/or Facebook page.

In view of long-term efforts such as the Pure Water Project, the Board may wish to consider making this an annual task, in which case staff would begin work in November/December for a finished product ready to disseminate shortly after the first of the new year.

Fiscal Impact

The fiscal impact of a TSD “Year in Review” depends upon the promotional tools preferred by the Board. The cost of a news release or website/Facebook posting would be limited to 4-6 hours of staff time, whereas design and printing of a flyer would require additional effort. Preparation of a bill insert or general TSD mailing would incur additional costs from an outside vendor (Mail Manager), plus staff time.

Recommendation

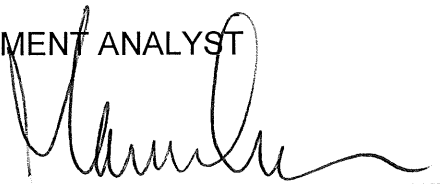
It is recommended that the Board:

- A. Consider the creation of a TSD “Year in Review” promotion for 2017;
- B. Evaluate the options noted above, and, if appropriate, select the preferred communication channel(s);
- C. Determine if this should be an ongoing project for which staff makes plans during the year; and
- D. Direct staff accordingly.



SANDY WARREN – MANAGEMENT ANALYST

REVIEWED AND APPROVED



Mark Norris - General Manager