



DATE: June 8th, 2021
TO: Board of Trustees
FROM: Lara Florea
SUBJECT: Rate Payer Communication Plan

One of the goals set out by the Operating Strategy Committee is to “communicate findings to rate payers”. BCRSD needs to have a communication plan in place, not only to communicate findings regarding rate information, but also to be sure communication in general, is effective. The following questions will help form and continue a plan for how to do that:

- 1) How is BCRSD currently communicating with rate payers?
- 2) Are the current methods used effective and how do we know?
- 3) Are there updated communication methods available that should be reviewed and/or implemented as time allows?

Communication methods evolve and ideally the BCRSD is using the most effective, yet economical and time saving methods to communicate with rate payers. If these questions are reviewed annually, BCRSD can better maintain a current communication plan now and in the future.

The chart below shows the methods of communication being used now, along with future plans we currently have in place. It will be added to the Operating Strategy Committee agenda for annual review.

BCRSD COMMUNICATION

WITH WHO?

RATE PAYERS

- Emergency Information
- Payment & Billing
- Payment Assistance
- General Customer Service

OTHERS

- Developers & Contractors
 - Trustees
 - Employees
 - General Public & Other Municipalities
- Digital communication added for above:
- Dedicated pages on website
 - DocuSign
 - Digital newsletter options are possible

HOW?

In Person

- By phone
- Walk Ins
- Appointments
- Board Meetings

Where We Are

The office is open and staffed 8:30 – 4:30 Monday through Friday, the General Manager meets by appointment, walk ins (when available), and Board meetings are open to the public to drop in.

Where We're Going

No plans to make changes in availability although the pandemic has required us to be flexible with in person options and keep up with local protocols.

By Mail

- Bills
- Newsletter
- Welcome Letter

Where We Are

Customers billed monthly & BCRSD has the ability to add limited notes to those bills as needed. Quarterly newsletters with current topics and information are mailed and Welcome letters are sent to all new customers.

Where We're Going

BCRSD plans to incorporate a digital newsletter and expand the ability to reach customers through email which offers more feedback and tracking abilities.

Digital Form

- Website
- Newsletter
- E-mails
 - Surveys

Where We Are

Website - reaches the widest audience.

In 2020 the design, update & back up capabilities moved in-house.

- Now on an up to date platform
- User friendly, interactive & secure
- Responsive (can be used on any size device) - Many Rate Payers use a smartphone to access our site which limited our ability to communicate effectively on the old site
- Capability to expand to fit the District's future needs

Where We're Going

Digital Newsletter/Email Platform – MailChimp

- Encourages feedback from customers
- Faster than standard mail with ability to send information more often (but not too often)
- Allows for the addition of graphics & images to increase understanding of wastewater and BCRSD information
- Data analytics – will help create better communication based on what customers read most
- Links directly to website to encourage use and interaction with BCRSD staff
- Ability to create segments of customers to target areas with information that pertains just to them.
 - If a specific subdivision has service scheduled, we can alert those living there
- Does not completely replace mailed information