Education & Outreach

- Continuous Education & Engagement
- 24/7 Services & System Conditions
- Project Updates & Successes
- Encourage Public Participation
Key Messages

Our water system provides **essential services** critical to the everyday life and the economic stability of the Bay Area.

Our sewer system is the frontline of defense to protect public health. We have identified critical upgrades to the system to ensure we can continue to **protect public health and the environment**.

Rates increase are necessary to **pay for critical system upgrades**. The longer we wait, the more expensive they will cost.
Direct Customer Outreach

238,000 Official Public Notices (Prop 218) & 500 Stormwater Notices in February

560,000 Newsletters & Flyers with monthly bill between January and April
City-Wide Presentations

• Offered presentations to 480+ organizations.

• As of March 20, 55 presentations scheduled between initial Public Notice and Commission Hearing.

• Presented to diverse groups, reflecting the entirety of San Francisco.

Total Estimated Reach: 2,000+ Highly-Engaged Residents
Educational Materials

- **NEW** Rates Factsheet
- **NEW** Comprehensive Programs, Rebates, and Incentives for Residents and Businesses
- Over 20 Educational Materials Translated into 3 Languages
- Provided In-Person and Online
Digital Reach

Rates Webpage (Jan-Mar)
Total Estimated Reach: 75,000

Social Media (Jan-Mar)
Total Estimated Reach: 695,000

Digital Newsletter (Jan-Mar)
Total Estimated Reach: 153,000

Total Estimated Digital Reach: 923,000
Media Coverage

19 News Stories (TV, Radio, Papers)

TV: ABC7, NBC, KTVU
Radio: KCBS
Paper: SFChronicle, SF Examiner, SFWWeekly

To reach more San Francisco residents.

Neighborhood Newspapers
Community Feedback - Snapshot

As of March 20, we have received:

- 7 emails and 54 phone calls.
- 142 comment cards, collected from participants voluntarily at community presentations.
Comment Cards

• Do stakeholders understand…
  • …the services we provide and the infrastructure needed to deliver, 24/7?
  • …that rates pay for the operations, maintenance, and upgrades we make to our systems?
94% of attendees learned about our water and sewer systems.
90% of attendees learned what rates pay for.
Summary

Community members appreciate our outreach and education efforts. While stakeholders recognize that the rates are increasing, there is a strengthened understanding as to why the increase is needed.
Next Steps

Continue engaging and educating our ratepayers and communities while encouraging two-way conversation through:

- City-Wide Presentations
- Customer Outreach
- Digital Outreach
- Media Coverage