

**GOLETA WATER DISTRICT
PUBLIC INFORMATION COMMITTEE MEETING MINUTES
August 15, 2023**

Chair Werner called the regular Public Information Committee meeting to order at 10:20 a.m.

Present: Chair Werner, Vice President Hanson

Others Present: David Matson, General Manager; KK Holland, Assistant to the General Manager; Brooke Welch, Principal Analyst; David Cowan, Chief Communications Administrator; and Mary Northrup, Executive Assistant/Clerk of the Board

Public Comment: None

ITEM 1 – 2023 GOLETA LEMON FESTIVAL MATERIALS

Brooke Welch reported that similar to past years, the District is sponsoring the Goleta Lemon Festival event and hosting an interactive booth with informational materials, brochures, and complimentary conservation devices. District staff will be at the booth throughout the duration of the two-day Festival.

This year's booth will feature two mounted posters: An Aquifer Storage and Recovery Program poster that will include information on the District's longstanding program and recent groundwater injection statistics, and A Full Lake Cachuma poster featuring photos of the lake before and after this winter's record rainfall that refilled the lake, and up-to-date statistics and facts. The posters include a QR code to guide visitors to the District's online resources, and the website page features conservation themed materials with a focus on our water supply and "Saving for a Dry Day." The proposed Lemon Festival 2023 posters, a postcard with a QR code to the online virtual booth, and an updated Water Supply Outlook infographic were presented to the Committee.

Ms. Welch provided a detailed list of materials to be posted on the Lemon Festival 2023 website.

Chair Werner suggested amendments to the materials that provide consistency across all outreach materials.

The Committee suggested that staff be prepared with talking points on community topics. Ms. Welch and Mr. Matson advised that staff will be prepared with talking points.

The Committee thanked Ms. Welch for the report.

ITEM 2 – NET ZERO OUTREACH PLAN UPDATE

Brooke Welch provided an update on the District's Net Zero Initiative outreach. The Net Zero Initiative will install solar energy systems throughout the District's facilities capable of generating enough clean power to offset the District's average annual electricity use. The District intends to promote the Net Zero Initiative within the context of its ongoing sustainability efforts and initiatives through a comprehensive outreach campaign.

Ms. Welch presented the first series of outreach, which adapts the District's Sustainability Timeline that has been featured in various District materials for use on the website, social media and in other materials. Graphics feature highlights from the Sustainability Timeline and provide details and images to visually represent how the Net Zero Initiative fits with the District's sustainability efforts over time. This includes emphasizing the energy efficient gravity-fed system associated with the Cachuma Project, harnessing natural power, and leadership in water conservation to show the various elements of the District's sustainability efforts and related accomplishments and benefits. This historical background will set the stage for the next phase of outreach, which will shift to raising awareness of the water-energy nexus and emphasizing the significant benefits associated with the Net Zero Initiative.

Chair Werner suggested amendments to the materials that provide consistency across all outreach materials.

Vice President Hanson commended staff on the quality and informative approach of the outreach materials.

The Committee thanked Ms. Welch for the update and directed staff to proceed with posting the Sustainability Timeline to the District's social media.

ITEM 3 – WELL DRILLING PUBLIC OUTREACH AND NOTICING UPDATE

Brooke Welch provided an update on proposed materials related to public outreach and noticing for the District's new well drilling project. While visual and noise impacts associated with long-term operations of the well are anticipated to be minimal, the construction phase will present some short-term impacts to the immediate neighborhood, which the District plans to address through a series of mitigation measures and an outreach strategy that will keep nearby residents apprised of the project schedule, construction progress, and potential short term construction-related impacts to the surrounding area. The initial set of outreach materials were prioritized based on production schedules as they will need to be prepared several weeks in advance of the construction start date. These include:

- A Resident Notice that will be distributed to nearby residents identified as potentially affected by construction activities. The notice provides background and information on the project as well as contact information for the District's project manager.
- A Fact Sheet that will be made available on the District's website, in the customer service lobby, and to staff, nearby residents, and San Marcos High School.

Chair Werner inquired about the delivery method of the outreach materials. Ms. Welch advised that the materials will be hand-delivered.

Chair Werner suggested that the outreach materials address potential concerns about lights at night.

Vice President Hanson inquired about the location of the residents being notified, which were identified by Ms. Welch and Ms. Holland.

The Committee thanked Ms. Welch for the update and directed staff to proceed with the design and drafting of additional outreach materials for review at the September 19, 2023 Committee meeting.

ITEM 4 – MONTHLY WEBSITE AND SOCIAL MEDIA UPDATES

Brooke Welch reported on updates that have been made over the past month to the Goleta Water District website and social media posts.

The Committee thanked Ms. Welch for the updates.

ITEM 5 – MONTHLY BILLING STATEMENT MESSAGE

Brooke Welch presented the Goleta Water District's billing statement message for the September 2023 billing cycle.

The Committee approved the message and thanked Ms. Welch.

Meeting adjourned at 10:57 a.m.

Next Meeting: The next Public Information Committee meeting is scheduled to occur on Tuesday, September 19, 2023 at 10:00 a.m.