

DATE: December 2, 2019
TO: Matt Jordan, General Manager
FROM: Michelle Stom, Chief Communications Officer *MS*
SUBJECT: Public Affairs Activity Report – October and November 2019 – *Receive and File*

SUMMARY

The Public Affairs activity report summarizes the key activities for communications, planning and outreach, and government affairs for October and November 2019.

RECOMMENDATION

Receive and File

COST/FUNDING SOURCE

N/A

DISCUSSION

The Public Affairs division develops and executes strategic initiatives to advocate for the agency and its members; builds and maintains the agency reputation; provides education, information and outreach on agency projects, programs and policies to stakeholders; and develops and implements critical water supply plans. Division responsibilities include public communications, outreach and education, and grant funding and government affairs. For October and November 2019, Public Affairs:

- Coordinated with the demand management program administrator and working group on regional marketing strategies in preparation for creating a regional marketing plan.
- Continued project to procure and implement a cloud software system to manage board and executive committee processes and meetings with electronic agendas, electronic voting, minutes automation, and a live streaming solution to improve and automate the way the agency delivers live and archived meeting videos.
- Held a ribbon-cutting ceremony to open the water treatment station of Tampa Bay Water's Water's Journey exhibit at the Glazer Children's Museum.



Public Communications, Outreach and Education

Public Communications, Outreach and Education develop and execute strategic communications programs that support and promote agency projects, policies and initiatives, and build and maintain relationships with agency stakeholders. Activities completed in October and November 2019, include:

Outreach & Education

- Coordinated and scheduled 11 tours for approximately 169 guests of the Tampa Bay Seawater Desalination Plant, Regional Surface Water Treatment Plant, Regional Reservoir, Operations Facilities and Regional Wellfields.
- Held ribbon-cutting ceremony to open the water treatment station, the latest element in the water exhibit at the Glazer Children's Museum.
- Continued working with the Glazer Children's Museum on developing water exhibits and supporting educational videos for museum guests.
- Distributed a 16-page insert for the Tampa Bay Times Newspaper in Education program targeted to middle schools in Tampa Bay Water's service area. The insert will be included in the Sunday edition of the *Times* and weekly edition of the *tbt*.
- Continued creating the agency's year in review, annual report.
- Completed Source Water Protection Mini-grant Program promotions and received nine grant applications.

Public Communication & Information

- Informed news media and responded to news media requests regarding reservoir siren tests, source water protection mini-grants and Glazer Children's Museum water exhibit.
- Completed public information for monthly reservoir emergency siren tests.
- Monitored news media and distributed news clips.
- Maintained and updated the agency website and intranet.
- Continued online communications through the agency's social media channels.
- Responded to public requests for information regarding Tampa Bay Water and its projects.
- Drafted and distributed Water News, agency newsletter.
- Continued developing the Integrated Hydrologic Model web portal – a collaborative effort with the Southwest Florida Water Management District.

Employee Communications

- Drafted and distributed The Source, employee newsletter.
- Implemented employee recognition and appreciation activities through the Employee Appreciation Team.

Coordination

- Managed audio/visual production for regular board meeting and executive committee meetings.
- Coordinated with the demand management program administrator and working group on regional marketing strategies and meeting facilitation.
- Coordinated printing of agency business cards and letterhead.
- Continued updating the agency's board-level business intelligence dashboard to report on Strategic Plan key performance indicators.
- Graphics support for staff.
- Continued recruiting for spring 2020 semester interns.
- Continued project to procure and implement a cloud software system to manage board and executive committee meetings with electronic voting, minutes automation, and a live streaming solution to improve and automate the way we deliver live and archived meeting videos.

Grant Funding and Government Affairs

Grant Funding and Government Affairs is responsible for developing and implementing strategic positions and priorities for the Agency's legislative, grant funding and regulatory policy initiatives. Activities in October and November 2019 included:

- Completed grant funding worksheets for Florida House and Florida Senate for the Cypress Bridge Wellfield Improvements and Starkey Wellfield Improvements projects to pursue funding in the 2020 legislative session.
- With Corcoran & Johnston, Dean Mead and Bose Public Affairs, drafted legislative goals and priorities for 2020 legislative session; took to October board meeting for Board approval.
- Participated in conference call with Corcoran & Johnston, Bose Public Affairs, and Commissioner Smith, Hillsborough County, to discuss federal legislation priorities and language regarding Clean Water Act.
- Reviewed and commented on HB715 regarding reclaimed water; reviewed other filed legislation to ensure consistency with board-approved legislative goals and priorities; coordinated with grant funding and legislative assistance consultant and legislative counsel, as necessary.
- Reviewed Federal topics and legislation with the Tampa Bay Water federal consultant, Bose Public Affairs, specifically concentrating on federal legislation regarding water funding, infrastructure, healthcare, and environmental regulations.