

DATE: February 3, 2020
TO: Matt Jordan, General Manager
FROM: Michelle Stom, Chief Communications Officer *MS*
SUBJECT: Public Affairs Activity Report – December 2019 and January 2020

SUMMARY

The Public Affairs activity report summarizes the key activities for communications, planning and outreach, and government affairs for December 2019 and January 2020.

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 December 2019 and January 2020, Public Affairs:

- Composed, designed and distributed the 2019 Year in Review to legislators, board members, member government governing bodies and staff, consultants and other interested stakeholders.
- 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
- Coordinated procurement for board workshop facilitators and research for workshop locations.

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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 December 2019 and January 2020, include:

Outreach & Education

- Coordinated and scheduled 2 tours for approximately 80 guests of the Tampa Bay Seawater Desalination Plant, Regional Surface Water Treatment Plant, Regional Reservoir, Operations Facilities and Regional Wellfields.
- Continued working with the Glazer Children's Museum on developing water exhibits and supporting educational videos for museum guests.
- Completed and distributed the agency's 2019 year in review, annual report.
- Completed Source Water Protection Mini-grant Program promotions and received nine grant applications.
- Coordinated participation in Florida Water Festival and EcoFest events held in March and April 2020.
- Coordinated supporting materials for the 2020 Water Institute Symposium.
- Began marketing planning for 2020 Tampa Bay Water-Wise Awards program.

Public Communication & Information

- Informed news media and responded to news media requests regarding the Demand Management Program, City of Tampa water purchase, reservoir siren tests and records requests.
- 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.
- Began creating the 2019 Water Quality Report, or Consumer Confidence Report.

Employee Communications

- Drafted and distributed The Source, employee newsletter.
- Implemented employee recognition and appreciation activities through the Employee Appreciation Team.
- Worked with human resources to plan and execute the agency annual staff meeting and employee recognition.

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 December 2019 and January 2020 included:

- Supported and provided information for grant funding requests in Florida House and Florida Senate for the Cypress Bridge Wellfield Improvements and Starkey Wellfield Improvements projects to pursue funding in the 2020 legislative session.
- Reviewed and commented on water 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.