

ROSS VALLEY SANITARY DISTRICT

Serving the Greater Ross Valley Area for Over 125 Years

1111 Andersen Drive, San Rafael, Ca 94901

Ph: 415.259.2949 www.rvsd.org

Directors: Michael Boorstein, Thomas Gaffney, Doug Kelly, Pamela Meigs, Mary Sylla

EDUCATION & OUTREACH COMMITTEE MEETING AGENDA

February 5, 2025 – 11:30 a.m.

1111 Andersen Drive, San Rafael, 94901 - Executive Conference Room

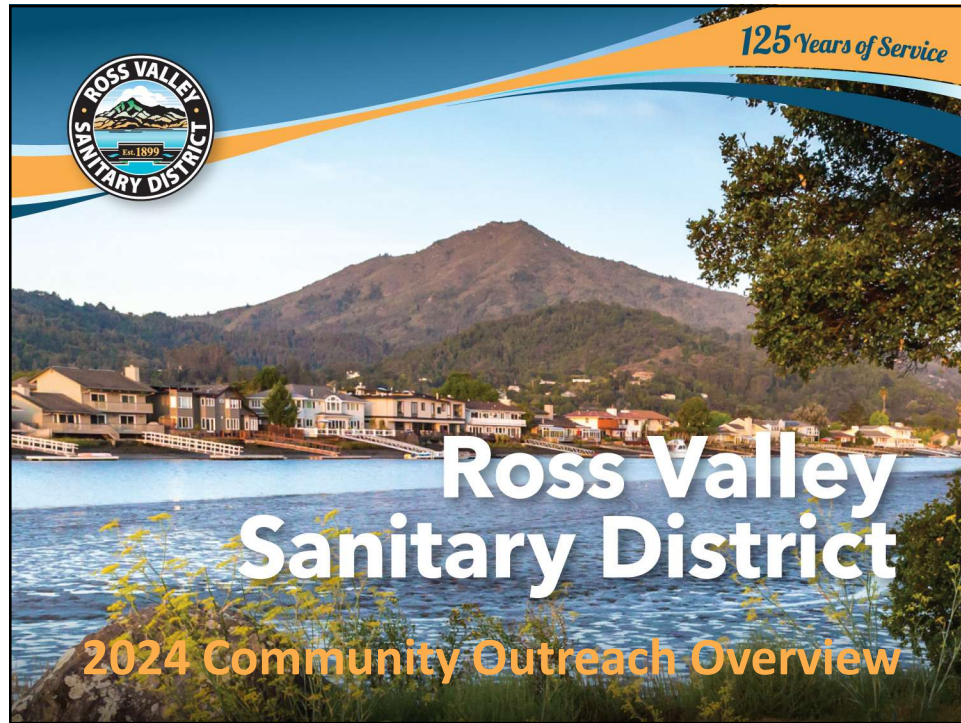
Welcome: *The RVSD Board of Directors welcomes members of the public at its meetings in person or remotely and encourages citizen participation and input. The Board takes seriously its responsibility to be a model of civility and to safeguard the public ability to directly address the Board by providing the appropriate Board Meetings Decorum in accordance with Resolution No. 10-1378, which is posted at every Board meeting. Thank you.*

1. Call Meeting to Order
2. Approval of Agenda
3. Community Outreach and Communications Updates

Adjourn

Any person with a disability covered under the Americans with Disabilities Act (ADA) may receive a copy of the agenda or a copy of all the documents constituting the agenda packet prepared by the local agency or other interested person for this meeting upon request in an appropriate alternative format. Requests for mailed copies of agendas or agenda packets are valid for the calendar year in which requests are made and must be renewed annually after January 1. Any person with a disability covered under the ADA may also request a disability-related modification or accommodation, including auxiliary aids or services in order to participate in a public meeting. Please contact the office at 415.259.2949 at least ten (10) working days prior to the meeting and provide information on the assistance required.

Copies of all staff reports and documents subject to disclosure that relate to each item of business referred to on the agenda are available for public inspection at least 72 hours before each regularly scheduled Board meeting at the District Office, located at 1111 Andersen Drive, San Rafael, CA. Any documents subject to disclosure that are provided to all, or a majority of all, of the members of the Board regarding any item on this agenda after the agenda has been distributed will also be made available for inspection at the District Office during regular business hours.



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Overview

- Ongoing Communications
- Special Events
- Metrics



2024 At a Glance

125 Year Anniversary Celebration

WORK COMPLETED

- 254 Pipe & Manhole Repairs Completed
- 1,051,824 ft. of Sewer Lines Cleaned
- 141,923 ft. of Video Inspections
- 5.06 Miles of Pipe Restored

Industry AWARDS:

- Sewer Collection System of the Year
- Excellence in Financial Reporting

Community AWARENESS

- Don't Flush Wipes
- Protect our environment & prevent sewer spills!

DISTRIBUTED

- \$166,500 in Lateral Grant Funds

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Ongoing Communications

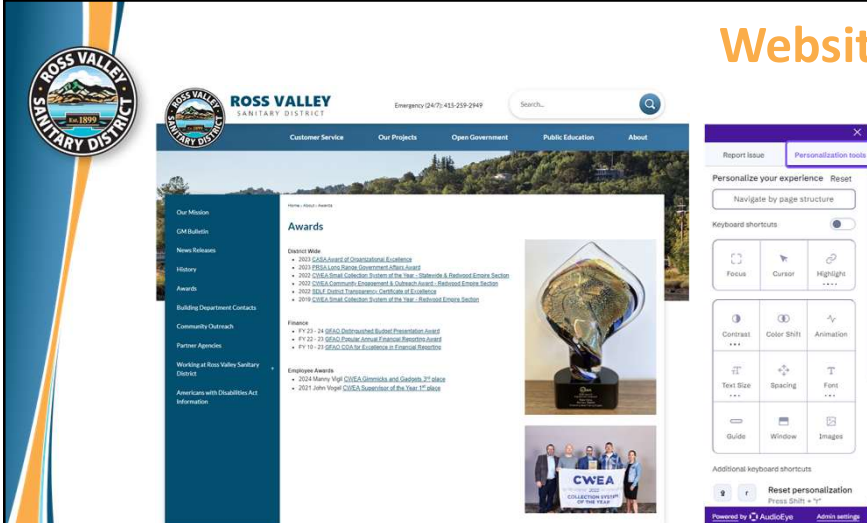
- Website
- Employee Portal
- GM Bulletin
- Printed Materials
- Community Ads
- Social Media



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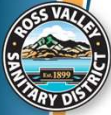
Website



- New Webpages: Awards, Don't Flush Gloves
- New ADA Compliance Feature
- Continually improved design


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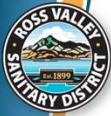
Employee Portal

- **Centralized Employee Resource Hub**




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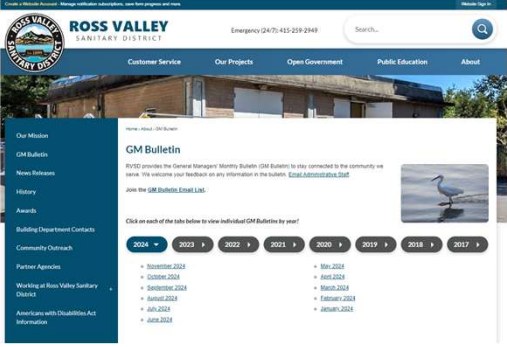
GM Bulletin

- **8th year**
- **Steady metrics**
- **Streamlined**



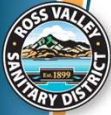
General Manager's Monthly Bulletin
November 2024







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Printed Materials

- Plumbers Brochure
- New Door Hangers
- Easements Outreach
- Sewer Service Charge Prop 218 Mailers

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Community Advertisements

- Ongoing Ads
- New Ads




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Old vs. New Ads


2023




You can receive **\$1,500-\$2,500** in Lateral Replacement Grant Program (LRGP) funds toward the cost of **replacing** your sewer lateral.




CLICK HERE to learn more, or visit www.RVSD.org/190



CLICK HERE to learn more, or visit www.RVSD.org/101



CLICK HERE to learn more, or visit www.RVSD.org/190




CLICK HERE to learn more, or visit www.RVSD.org


2024



CLICK HERE to learn more, or visit www.RVSD.org/190



CLICK HERE to learn more, or visit www.RVSD.org/101



CLICK HERE to learn more, or visit www.RVSD.org/190



CLICK HERE to learn more, or visit www.RVSD.org/194

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Social Media

- YouTube
- NextDoor
- LinkedIn



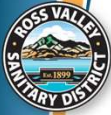
Contact Us

Ross Valley Sanitary District
1111 Andersen Dr
San Rafael, CA 94901
Phone: 415-259-2949
Email RVSD

Office Hours:
Monday - Friday
7:30 am - Noon
1:00 pm - 4:00 pm







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Youtube

- Outreach Ads
- Board Meetings

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NextDoor

- GM Bulletins
- Board Meetings
- Agency Awards
- Grant & Loan Info
- Key Notices



Ross Valley Sanitary District
1111 Andersen Dr, San Rafael

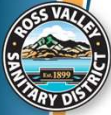
Established in 1899, Ross Valley Sanitary District (RVSD) is one of the oldest Sanitary Districts in California. We provide our customers with high quality wastewater collection service, through a system that has no avoidable sanitary sewer overflows, at the lowest See more...



Ross Valley Sanitary District
42,938 members
19,324 claimed households
69 neighborhoods

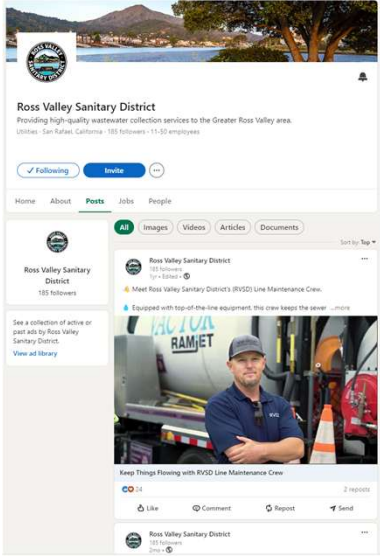
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LinkedIn

- **Agency Awards**
- **Key accomplishments**
- **Job postings & flyers**




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Special Events

- **Business Breakfasts**
- **125th Anniversary Celebration &**
- **RVSD 1111 Andersen Consolidation Ribbon Cutting**



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Business Breakfasts

Notify RVSD of Debris



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125th Anniversary & Ribbon Cutting





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Metrics

- Website
- GM Bulletin
- Marin IJ Digital Ads
- Nextdoor


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Metrics: Website

Throughout 2024, the website saw steady engagement with a spike in users in February and a drop in December. Desktop users made up the majority of traffic.

| 2024 Website Month | Total Users | New Users | Sessions | Views | Average Session Duration (secs) | Desktop | Mobile | Tablet |
|--------------------|-------------|-----------|----------|-------|---------------------------------|---------|--------|--------|
| January | 1,128 | 1,000 | 2,124 | 4,164 | 76 | 969 | 194 | 7 |
| February | 3,628 | 3,484 | 4,729 | 7,356 | 91 | 3,399 | 278 | 9 |
| March | 1,240 | 1,076 | 2,241 | 4,804 | 208 | 1,004 | 303 | 9 |
| April | 1,097 | 934 | 1,984 | 4,042 | 227 | 874 | 263 | 11 |
| May | 1,131 | 988 | 2,156 | 4,386 | 226 | 899 | 280 | 12 |
| June | 1,130 | 997 | 2,050 | 4,466 | 230 | 929 | 256 | 9 |
| July | 1,258 | 1,133 | 2,234 | 4,975 | 254 | 1,037 | 255 | 8 |
| August | 1,436 | 1,294 | 2,428 | 5,498 | 319 | 1,224 | 252 | 16 |
| September | 1,384 | 1,245 | 2,466 | 4,871 | 209 | 1,149 | 253 | 35 |
| October | 1,530 | 1,367 | 2,681 | 5,012 | 201 | 1,262 | 314 | 17 |
| November | 1,429 | 1,279 | 2,293 | 4,389 | 197 | 1,166 | 294 | 23 |
| December | 999 | 839 | 1,916 | 4,046 | 241 | 799 | 228 | 12 |



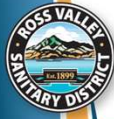
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Metrics: GM Bulletin

Throughout 2024, the GM Bulletin maintained high open rates, with desktop users in the majority.

| 2024 GM Bulletin Month | Posted | Sent | Open Rate % | Click Rate % | Bounces | Desktop | Mobile |
|------------------------|--------|------|-------------|--------------|---------|---------|--------|
| January | 1/31 | 427 | 57 | 2 | 9 | 96.5 | 3.5 |
| February | 2/29 | 424 | 56 | 3 | 34 | 95.5 | 4.5 |
| March | 3/29 | 417 | 54 | 1 | 11 | 95.1 | 4.9 |
| April | 4/29 | 418 | 54 | 9 | 11 | 98.1 | 1.9 |
| May | 5/31 | 418 | 60 | 9 | 12 | 95.4 | 4.6 |
| June | 6/26 | 419 | 57 | 9 | 13 | 98.4 | 1.6 |
| July | 7/30 | 421 | 59 | 10 | 10 | 97.2 | 2.8 |
| August | 8/30 | 421 | 58 | 11 | 14 | 96.3 | 3.7 |
| September | 9/30 | 421 | 66 | 13 | 13 | 97.8 | 2.2 |
| October | 10/28 | 421 | 59 | 11 | 12 | 96.7 | 3.3 |
| November | 11/26 | 418 | 65 | 11 | 13 | 95.2 | 4.8 |
| December | 12/20 | 419 | 64 | 11 | 14 | 96.4 | 3.6 |



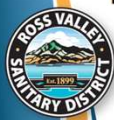
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Metrics: Advertisements

Marin IJ Ads consistently met or exceeded impression targets, with click-through rates (CTR) remaining steady at or above the national average range of 0.01% to 0.03%.

| 2024 Marin IJ Ads Month | Ad Type | Impressions Delivered | Impressions Target | Variance | Clicks | CTR |
|-------------------------|-------------------------------|-----------------------|--------------------|----------|--------|-------|
| January | We've Moved | 50,321 | 50,000 | 321 | 18 | 0.04% |
| February | Environmental | 50,501 | 50,000 | 501 | 19 | 0.04% |
| March | Dollars at Work | 50,501 | 50,000 | 501 | 17 | 0.03% |
| April | LRGP | 50,500 | 50,000 | 500 | 26 | 0.05% |
| May | Easements | 50,500 | 50,000 | 500 | 17 | 0.03% |
| June | Environmental | 50,501 | 50,000 | 501 | 20 | 0.04% |
| July | Dollars at Work | 50,501 | 50,000 | 501 | 14 | 0.03% |
| August | LRGP/Easements | 45,445 | 45,000 | 445 | 16 | 0.04% |
| September | Environmental/Dollars at Work | 45,618 | 45,000 | 618 | 10 | 0.02% |
| October | LRGP/Easements | 48,347 | 45,000 | 3,347 | 11 | 0.02% |
| November | Environmental/Dollars at Work | 50,014 | 45,000 | 5,014 | 11 | 0.02% |
| December | LRGP/Easements | 48,658 | 45,000 | 3,658 | 19 | 0.04% |



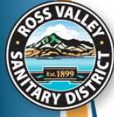
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Metrics: Social Media

Nextdoor saw consistent activity, with views correlating to the number of posts, as observed in October, which saw a notable peak in views.

| 2024 Nextdoor Month | # Posts | Post Dates | Views | Thanks | Verified Residents | Neighborhoods | New Members | Claimed Households |
|---------------------------|---------|--------------------------------|--------|--------|-----------------------|---------------|----------------|-----------------------|
| January | 1 | 1/16 | 1,460 | 0 | 40,854 | 69 | 266 | 19,066 |
| February | 2 | 2/2 2/29 | 3,675 | 0 | 40,032 | 69 | 229 | 19,102 |
| March | 2 | 3/18 3/29 | 6,128 | 1 | 38,253 | 69 | 332 | 19,150 |
| April | 0 | - | - | 0 | 41,432 | 69 | 241 | 19,169 |
| May | 2 | 5/2 5/21 | 8,236 | 4 | 41,698 | 69 | 270 | 19,194 |
| June | 3 | 6/6 6/18 6/26 | 7,501 | 2 | 41,900 | 69 | 312 | 19,210 |
| July | 2 | 7/15 7/31 | 5,448 | 1 | 42,200 | 69 | 185 | 19,220 |
| August | 2 | 8/19 8/30 | 8,449 | 1 | 42,499 | 69 | 255 | 19,235 |
| September | 3 | 9/3 9/16 9/30 | 10,054 | 0 | 42,811 | 69 | 302 | 19,249 |
| October | 5 | 10/1 10/8 10/14 10/28 10/31 | 14,893 | 2 | 42,989 | 69 | 260 | 19,270 |
| November | 2 | 11/18 11/26 | 4,345 | 2 | 43,052 | 69 | 215 | 19,310 |
| December | 2 | 12/17 12/20 | 4,776 | 0 | 43,110 | 69 | 189 | 19,332 |



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