



# Communications 2023 Priorities



# Overview: Communications 2023 Priorities

- Website Improvements
- Agenda Management System
- Outreach Support for Key District Efforts
- Public Education/ Storytelling Collateral

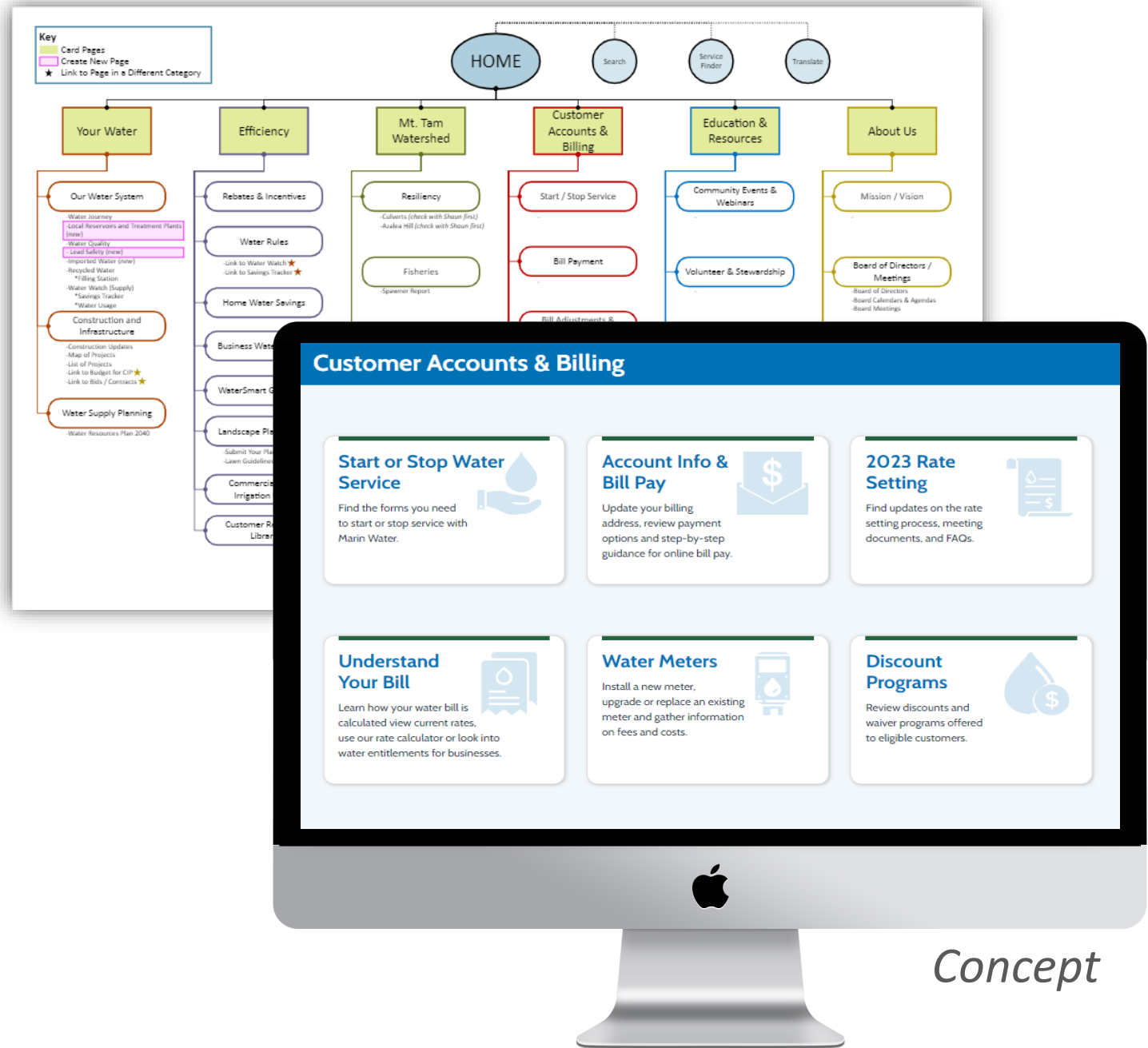
# Website Improvements

- Homepage Update

- Redesigns layout, organization, and look and feel of the District website homepage

- Site Mapping

- Implementation of site map to reorganize website content
- Reconstruct major website landing pages



# Website Improvements: Annual Goals & Milestones

## *Project Benefits*

- Improve overall user navigation and accessibility of information
- Provide “front page” real estate to highlight timely District topics
- Support outreach needs of multiple District Departments and efforts

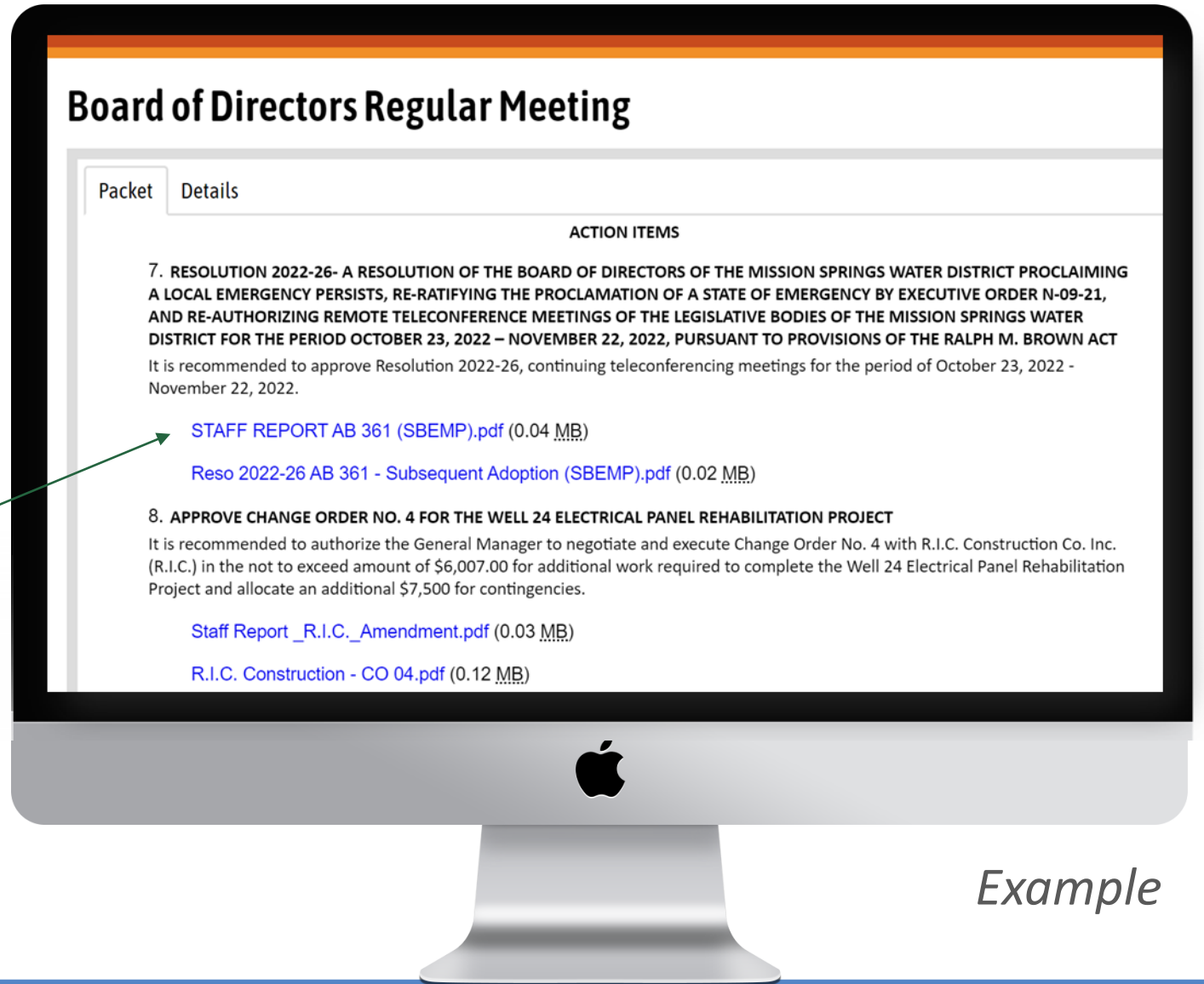
➤ Homepage Update – Completed by April 2023

➤ Site Mapping – Completed by March 2023

# Agenda Management System

- Integrate new third party system with internal work flow for creation of agenda packets
- Migrate last 10 years of meeting agenda content to new portal
- Integrate public-facing agenda portal with District website

*Each agenda item's docs are linked directly in the agenda*



*Example*

# Agenda Management System: Annual Goals & Milestones

## *Project Benefits*

- Improve users experience when searching for board and committee meeting documents and videos
- Improve internal efficiencies

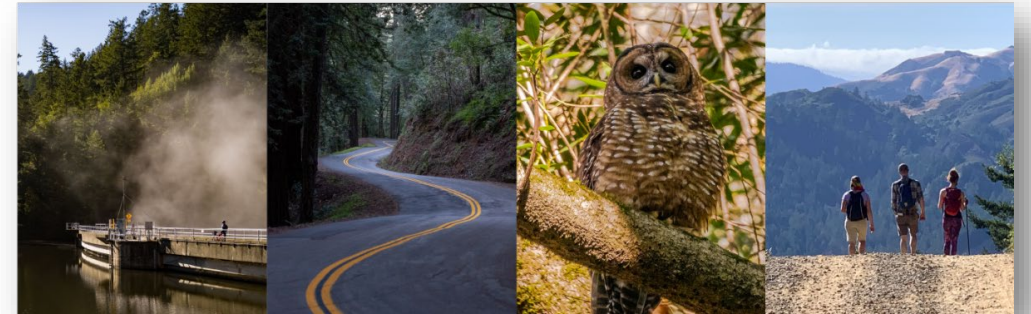
➤ Published and in use – By April 2023



# Outreach Support for Key District Efforts

Support communications needs of District's three major concurrent efforts

- 2023 Rate Setting Process
- Strategic Water Supply Assessment
- Watershed Recreation Management Plan

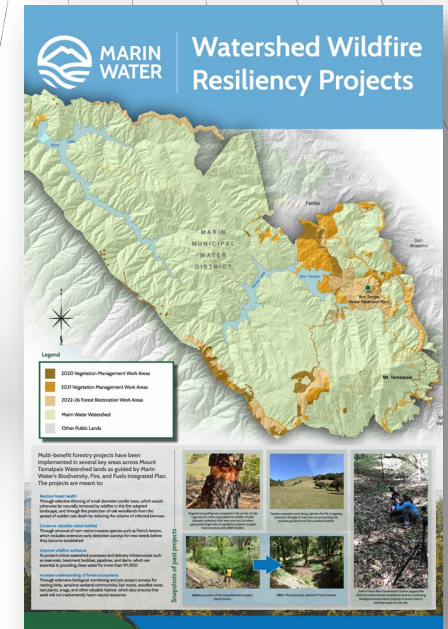


# Public Education/Storytelling Collateral

- New opportunities to share our story (i.e. the complex operation that goes into delivering Marin Water to taps)
  - Short video for digital platforms
  - Event outreach booth display update
  - Point of service signage (lobby/ service counters)
  - Direct mailer for new customers

## Annual Goal/Milestone

- Targeting completion of all items by August 2023



*Examples*



