

**SSWAB Meeting 5/20/21**  
**Agenda Item #6: SPLASH/Utility Communications**

**Presenters:**

Ann Marie Pearce  
Miriam Villacian

We are excited to share a template of the redesigned SPLASH stormwater utility newsletter with you (attached).

**The redesigned template:**

- Follows the County's Style Guide policy,
- Incorporates communications best practices, such as
  - Following [Plain Talk guidelines](#), and
- Meets our goals of an 8-page newsletter that includes priority information and metrics without overwhelming the reader.

**NOTE: This is a template.**

- No decisions have been made about the actual article content nor the metrics to be included in the 2021 edition of the newsletter.
- The graphics and layout design are draft form and are not fully completed.
- We still have room to play around with the order of articles and use of graphics and photos.

**Content to be included in each issue**

Each issue will include:

1. Background stormwater message information (makes the case for why we have a stormwater utility, why we provide such services, etc.)
2. Highlights of six (6) stormwater utility metrics/accomplishments – (such as “How Your Money was Spent” or “Bang for Your Buck”)
3. Highlight one (1) project/program
4. Important contact information
5. Brief information on four things, which could be:

- A best management practice (BMPs) such as checking your stormwater pond after a rain storm, picking up pet waste, raking leaves off of storm drains, etc.
- Flood prevention/safety (meets requirements for Community Rating System [CRS])
- Promote a service (technical assistance requests, free pet waste stations, etc.)
- Promote an upcoming workshop or other opportunity (private stormwater facilities workshops, Stream Team volunteer opportunities, etc.)
- Highlight a staff member & his/her job and the services he/she provides

**Articles will be brief and written in Plain Talk style**

For topics that require more information or explanation, we will either include a short URL to an existing web page and/or include more information on the annual SPLASH website landing page.

**Based on the redesigned template, we would like your input on what to prioritize for SPLASH this year:**

1. What 6 metrics to include
2. Which project to highlight
3. Which staff person to highlight
4. Which 3 BMPs, services and/or opportunities to highlight