

**Oro Loma Sanitary District
MEMORANDUM**

TO: Board of Directors

FROM: Personnel/Safety/Public Information Committee
Directors Duncan and Walters

DATE: April 21, 2017

SUBJECT: MINUTES FROM APRIL 21, 2017 MEETING

The Personnel/Safety/Public Information Committee, consisting of Directors Duncan and Walters, met on Friday, April 21, 2017. Chair Duncan called the meeting to order at 9:00 AM, and Director Walters joined the meeting by phone at 9:23 AM. Also in attendance were General Manager Jason Warner and Administrative Services Manager Andreea Simion. There were no members of the public present. Items discussed included the following:

- **PUBLIC COMMENTS**
None.

- **UPDATE ON 2017 EARTH DAY POSTER CONTEST**

Staff reported that 1,500 students submitted entries to the poster contest this year, and the winning students' names will be posted on the Oro Loma website on Earth Day, April 22, 2017. Invitations to the awards ceremony are being mailed to the five winners in each grade group and their families, as well as teachers, local elected officials, and superintendents from the San Lorenzo and San Leandro Unified School Districts. Preparations are on their way for the awards ceremony on May 24, 2017 at the Marina Community Center in San Leandro. The winning students will find out their placements (first, second, third place, or honorable mention) at the ceremony.

The Committee accepted the report.

- **REVIEW DRAFT TAGLINES FOR THE DISTRICT** (*Attachment*)

The Committee reviewed two new proposed taglines for the District: 1) Serving Our Customers, Protecting Our Environment, and 2) Keeping Our Community Clean and Green. The second option was discarded, as not representing Oro Loma's core business. Further discussion ensued, including some of the ideas from the previous meeting – specifically the possibility of using the mission statement (Providing the Best Possible Service at the Lowest Possible Cost) as a tagline. Ultimately, the Committee referred the issue to the full Board, with a recommendation to consider approving option 1 above or the District's mission statement for use as a tagline. The marketing professionals at The Placemaking Group advised against using the mission statement as a tagline – it violates marketing principles by having too many words, and it does not express what a tagline should. The mission statement is inward-focused, sets direction for the organization, and is not typically used for advertising. The tagline is a short and

catchy outward-facing statement used as a marketing strategy in conjunction with the logo.

The Committee recommended the full Board consider approving one of two tagline options: 1) Serving Our Customers, Protecting Our Environment, or, 2) Best Possible Service at Lowest Possible Cost.

- **REVIEW PLANT TOUR VIDEO BOOST RESULTS**

Staff initiated the discussion by saying that in-person plant tours, especially for larger groups (20+) could get expensive when counting the staff time for planning and the day of the tour, transportation costs, snacks, and giveaways. To address this issue and continue to increase public awareness of the wastewater side of the house, staff is working with The Placemaking Group to boost the Oro Loma virtual plant tour video on Facebook. During the month of March 2017, for \$220, the video reached 26,000 people, 14,000 of which clicked on the link. Of those who accessed the video, 420 (3%) watched 25% of it, 224 (1.6%) watched 50% of it, 137 (1%) watched 75% of it, and 179 (1.3%) watched the entire video. The Committee said that the results are very good, and this is a great strategy that should continue. Director Walters suggested that a short landing video be developed (20-30 seconds) to catch the attention of the audience, with links at the end directing the viewers to the full-length video or segments of it. Jason indicated that staff will work on re-doing the virtual plant tour video in fiscal year 2017/18.

The Committee accepted the report.

- **REVIEW BOARD GUIDELINES TABLE OF CONTENTS** (*Attachment*)

Staff presented a proposed table of contents for an upcoming "Board Guidelines" document that incorporates the information discussed at the Board workshop in March 2017. Staff outlined a plan to develop the document within the next few months, after completing the work still to be done this fiscal year. The Committee asked staff to ensure that the following topics are addressed in the guidelines: the role of committees; ways that items could be placed on agendas (from the Board, from Committees, from one Board member, or from the General Manager); and, procedures for electing Board officers. Then there was discussion about attaching "Rosenberg's Rules of Order" as an exhibit and referring to them only as a backstop, in case unique or difficult situations arise. The Committee advised staff to proceed as planned and start developing the "Board Guidelines" document.

The Committee advised staff to proceed as planned with the development of the "Board Guidelines."

- **CLOSED SESSION**

Chair Duncan adjourned to closed session at 9:58 AM for the Committee to discuss a labor negotiation item with the General Manager as the unrepresented employee.

The Committee reconvened to open session at 10:22 AM, with no reportable action taken in closed session. The Committee then once again reviewed the Oro Loma compensation package for the General Manager, as well as a compensation survey for General Managers of several other Districts in the Bay Area. The Oro Loma General

Manager places 20.12% below median in salary and 13.04% below median in total compensation. The Committee discussed an adjustment to the compensation package of the General Manager (unrelated to performance) to bring this classification more into alignment with others in the area. As such, the Committee recommended a 10% salary increase and a 5% increase to the District's contribution to the General Manager's deferred compensation/defined contribution plans. This adjustment would place the Oro Loma General Manager 12.13% below median in salary and 0.61% below median in total compensation.

The Committee recommended full Board approval for a 10% salary increase and a 5% increase to the deferred compensation/defined contribution plans for the General Manager classification.

- **DIRECTOR COMMENTS**

Director Walters apologized for not attending the meeting in person. Jason provided a recap of the discussion on agenda item #4, Review Draft Taglines for the District, and Director Walters was fully supportive of the recommendation.

- **ADJOURNMENT**

There being no further business to come before the Committee, Chair Duncan adjourned the meeting at 10:30 AM.



Oro Loma Sanitary District Tagline Ideas – Round 2

April 14, 2017

This document revisits ideas for a new tagline for Oro Loma Sanitary District.

Service descriptor: Wastewater – Solid Waste – Recycling

Mission Statement: Providing the Best Possible Service at the Lowest Possible Cost

The question we are answering: Why are we here? What do we stand for? What are we doing that adds value and benefits our customers and the community?

Round 1 - Serving Our Community, Protecting Our Environment

Rejected because it sounds too much like police department. However, we feel this combination of community and the environment truly speaks to what Oro Loma is about now and into the future.

Round 2 - Two options

Option 1 - Serving Our Customers, Protecting Our Environment

(Slight rewrite - customers instead of community)

Rationale – This tagline speaks to Oro Loma's strong belief in customer service (we treat them like family...) and also the long-term commitment to the environment. It is about philosophy and actions. It is something that everyone affiliated with the organization – staff, board, customers and affiliated organizations such as Save The Bay can relate to and understand.

Option 2 – Keeping Our Community Clean & Green

Rationale – This is at the core of what Oro Loma's service is all about. It makes customers feel good about the service they get and it relates to the environment. It is a valued benefit.



Background

Here is input gathered from Jason and Andreea on what the tagline should convey... Why Are We Here? 4-7-17.

- Enhance water through water treatment and protect public health
- We go out of our way to make it personal, treat them like a family
- Sanitary District is important
- What we are communicating outwardly is just as important for employees
- #1 Do Good Job, #2 Save Money Doing It
- Lowest cost – 50 percent lower than next lowest (CVSD)

Here are comments and direction from our meeting with you on 3-25-17.

- The committee doesn't like Serving Our Community, Protecting Our Environment. Could be anything, sounds like police.
- Several members would like the mission statement use as the tagline – Best Possible Service at the Lowest Possible Cost; that misses the point of protecting the environment.
- We were asked to come up with a few other options that say protect environment and public health at lowest possible cost.

Other Round 2 Ideas

- Best Service, Better Health, Cleaner Environment at Lowest Cost
- Healthier Community, Better Environment, Excellent Service at Lowest Cost
- Superior Service, Protecting Health and Environment at the Lowest Possible Cost
- Healthier Community, Protected Environment, Satisfied Customers at Lowest Cost
- Making Smart Choices Today for a Better Tomorrow -- Service – Health – Environment – Fiscally Sound
- Keeping Your Health and Our Environment Safe While Delivering Best Service at the Lowest Possible Cost

Recommendation

Our recommendation is that the tagline work in tandem with your company descriptor. This descriptor describes the services that Oro Loma provides to the community. The tagline conveys the approach/philosophy/mission in a few words. It hints of a reward, benefit or experience that customers value and can expect.

THE
placemaking
GROUP

A DIVISION OF WIPFLI LLP



Round 1 Tagline Ideas

Community Focused, Environmentally Aware

Professionally Serving Our Community

Service-Vision-Environment

Community Strong, Clean and Green

Serving Community, Stewarding Environment

Improving Our Community. Protecting Our Environment.

Serving Our Community, Protecting Our Environment

Protecting Our Environment for a Better Community

Other Input

- Working for our community
- Managing waste to make our customer's life better
- We're here for our customers
- We give people the luxury of not having to do it
- Working for the environment, working for cleaner water, working for a healthier community
- Making our environment better
- From the website - the mission is "Treat Every Customer Like Family"

BOARD GUIDELINES



Guidelines for Conducting
Oro Loma Sanitary District Business

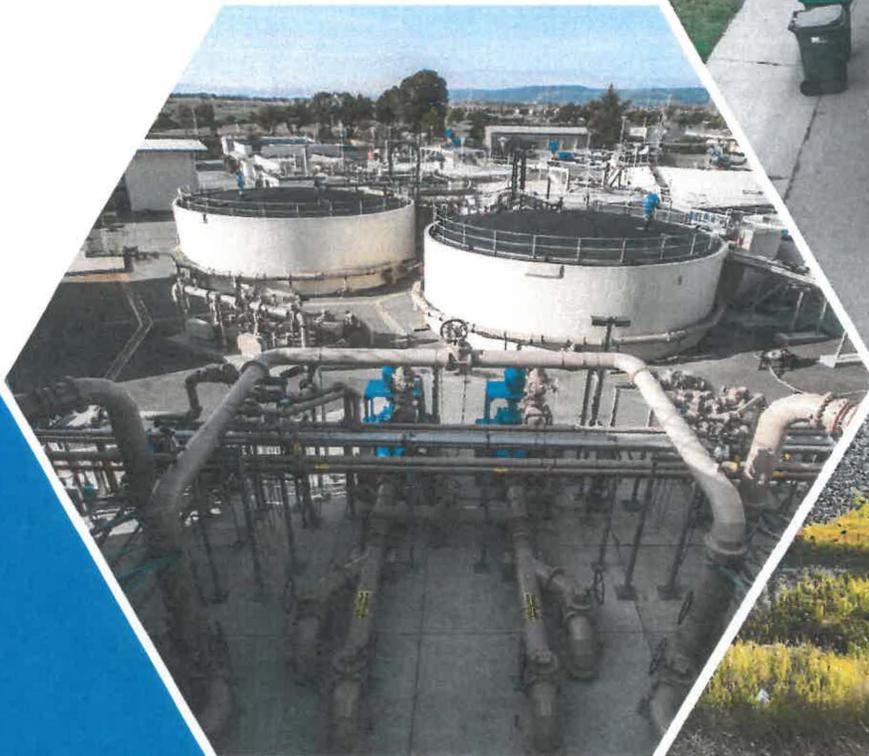


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