Reaching Diverse Communities

March 24, 2022

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About Me – Gabriela Dow
Organizations with Inclusive Cultures are:

- 2x as likely to meet or exceed financial targets
- 3x as likely to be high-performing
- 6x as likely to be innovative and agile
- 8x more likely to achieve better business outcomes
Why Communicate About Public Works?

1. Environmental and Regulatory Compliance
2. Financial Feasibility and Ratepayer Affordability
3. Communications and Public Outreach
Why Communicate About Public Works?

- Compliance
- Financial
- Public Outreach
Define “diversity”
It can take years to establish successful two-way communications for public outreach programs that build trust, support and meaningful engagement.

What makes the difference?
Meeting People Where They Are
About El Cajon

- El Cajon is a city in San Diego County, CA
- Approx 15 miles east of Downtown San Diego
- Over 102,000 population
- 36,010 households
- Median age 35
City of El Cajon - Case Study

- Change in sewer billing
- Language-specific
- Cultural sensitivities
- Micro-targeting/tracking
Questions?
Text (619) 333-6618 or Call (619) 873-1660
sewerbilling@cityofelcajon.us
Multi-Language Outreach

Your New El Cajon Sewer Bill

Goodbye 6 bi-monthly sewer bills
Hello 1 annual bill + savings

REMEMBER:
Set aside funds for the annual bill.

More information at www.cityofelcajon.us/sewer

City of El Cajon
July 8, 2020

Do you have questions about recent changes to the sewer bill? Find FAQs, a sewer billing lookup tool, information for HOAs and renters, and much more at www.cityofelcajon.us/sewer.

Video in Arabic: https://youtu.be/OeJqfOcWqkk
Video in Spanish: https://youtu.be/CzB_t_NvuJg

FEWER BILLS AND MORE PAYMENT OPTIONS
Multi-Language Outreach

¡ATENCIÓN RESIDENTES DE LA CIUDAD DE EL CAJON!

SEWER BILL ON PROPERTY TAX INVOICE

1 تموز 2020
فاتورة الصرف الصحي على ضريبة الأملاك
Tracking Metrics

Visita la página de internet cityofelcajon.us/sewer para más información y opciones de consulta para tus facturas de alcantarillado.
Tracking Metrics

Daily Users To Your Site

Campaign Launch

Creative Swap
Communicating Through Imagery

- **Locally Controlled**: Creates a locally controlled, uninterruptable drinking water supply.
- **Environmentally Sound**: - Protects sensitive ecosystems
  - Creates a sustainable water resource
  - Decreases discharges to the ocean
- **Drought Proof**: Water available in wet or dry years
- **Safe & Reliable**: State-of-the-art technologies
  - Rigorous purification process
  - Meets or exceeds all state & federal health standards
  - Safeguards the vitality of East County’s economy & quality of life
Updated Branding

Create a **NEW, LOCAL, Sustainable + Drought-proof drinking water SUPPLY**

Eliminate 15 million gallons/day of wastewater DISCHARGE into the Pacific Ocean

Reduce the region's DEPENDENCE on imported water

Provide up to **30%** of East County's DRINKING WATER demand
Broad Engagement
Recommend @SweetwaterAuth 🦀 My boys call it the “Lucky Lake” where they caught a fish on live TV @fox5sandiego w/ @HeatherLakeFox5 🦀 Now open on Fridays - RT & Share! @CVESDNews @ellatino_SD @LaPrensaSD @nbcbsandiego @UnivisionSD @10News

Perfect family fun for #4thofJuly 🎉
Diverse Content

• Digital / Video

• Simple, Inclusive, Personal

• Follow-up
QUESTIONS?

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