Party at the Wastewater Treatment Plant!

How Union Sanitary District Hosted a Wildly Successful Open House
USD serves Fremont, Newark & Union City

East SF Bay area

347,000+ people

60.2 sq mi

137 employees
Barriers to “Telling Our Story”
Facility Location
### Annual Bill – No Periodic Billing

#### ALAMEDA COUNTY
SECURED PROPERTY TAX STATEMENT
Donald R. White, Treasurer and Tax Collector
1221 Oak Street
Oakland, California 94612-4285

<table>
<thead>
<tr>
<th>Parcel Number</th>
<th>Tracer Number</th>
<th>Tax-Rate Area</th>
<th>Special Handling</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
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</tbody>
</table>

#### Tax-Rate Breakdown

<table>
<thead>
<tr>
<th>Taxing Agency</th>
<th>Tax Rate</th>
<th>Tax Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>VOTER APPROVED DEBT SERVICE :</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CITY OF FREMONT</td>
<td>0.0071%</td>
<td>6.88</td>
</tr>
<tr>
<td>SCHOOL UNIFIED</td>
<td>0.0764%</td>
<td>74.32</td>
</tr>
<tr>
<td>SCHOOL COMM COLL</td>
<td>0.0424%</td>
<td>41.24</td>
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<tr>
<td>WASHINGTON TWP HOSP</td>
<td>0.0313%</td>
<td>30.45</td>
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<tr>
<td>BAY AREA RAPID TRANSIT</td>
<td>0.0026%</td>
<td>2.53</td>
</tr>
<tr>
<td>EAST BAY REGIONAL PARK</td>
<td>0.0067%</td>
<td>6.82</td>
</tr>
<tr>
<td>ALAMEDA CO WATER</td>
<td>0.0075%</td>
<td>7.50</td>
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</table>

#### Tax Computation Worksheet

<table>
<thead>
<tr>
<th>Description</th>
<th>Full Valuation</th>
<th>x Tax Rate</th>
<th>= Tax Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>UNION SEWER SVC</td>
<td>(510) 677-7626</td>
<td>377.00</td>
<td></td>
</tr>
<tr>
<td>MOSQUITO ABATEMENT</td>
<td>(800) 275-5167</td>
<td>1.74</td>
<td></td>
</tr>
<tr>
<td>CSA PARAMEDIC</td>
<td>(800) 641-8280</td>
<td>29.78</td>
<td></td>
</tr>
<tr>
<td>PARAMEDIC SUPPLMT</td>
<td>(510) 646-4295</td>
<td>15.00</td>
<td></td>
</tr>
<tr>
<td>MEASURE K SCH TAX</td>
<td>(866) 807-6864</td>
<td>53.00</td>
<td></td>
</tr>
<tr>
<td>FLOOD BENEFIT 5</td>
<td>(510) 670-5762</td>
<td>26.60</td>
<td></td>
</tr>
<tr>
<td>HAZ WASTE PROGRAM</td>
<td>(877) 786-7927</td>
<td>9.54</td>
<td></td>
</tr>
<tr>
<td>ALAMEDA VECTOR FR</td>
<td>(800) 275-5167</td>
<td>10.00</td>
<td></td>
</tr>
<tr>
<td>MOSQUITO ASSESS 2</td>
<td>(800) 275-5167</td>
<td>2.50</td>
<td></td>
</tr>
<tr>
<td>EAST BAY TRAIL LTD</td>
<td>(800) 676-7516</td>
<td>5.44</td>
<td></td>
</tr>
<tr>
<td>CLEAN WATER FEE</td>
<td>(510) 494-4570</td>
<td>13.50</td>
<td></td>
</tr>
</tbody>
</table>

Total Fixed Charges and/or Special Assessments: **544.10**

For Fiscal Year Beginning July 1, 2015 and Ending June 30, 2016
Subject Matter:

Perception vs. Reality
Strategic Goal: Increase Outreach to Customers

- Create a fun, educational, family-friendly event
- Customers see and understand scope and complexity of our services
- Value education and training required of staff to provide services
- Connect with USD’s friendly and enthusiastic staff members; see them as community members
Open House Planning Team

• Communications and Intergovernmental Relations Coordinator
• General Manager’s Assistant/Board Secretary
• Environmental Health and Safety Officer
• Representatives from every workgroup
  • Collection Services
  • Technical Services
  • Business Services
  • Plant Operations
  • Fabrication, Maintenance and Construction (mechanics, electricians)
How Do We Make This Happen?
A Plan Was Hatched

• Expo-style layout in parking lot
  • Display booths & equipment
  • Each team staffs its own booth
  • Staff in Black Logo T’s for easy I.D.

• Plant Tours – shortened to 40 minutes
  • Leisure services bus takes visitors to headworks; plant operators gave info over P.A. & process handout during ride

• Separate Cogen walking tour
A Plan Was Hatched

- Welcome Booth as a first stop (info & tour sign-ups)
- Indoor Boardroom and lobby display areas
- Rental of display tables, E-Z ups, easels for posters
- Simple food – grilled hot dogs, chips, sodas, water from Costco (Hired outside company to cook)
- DJ’d Music and PA Announcements
Assignments

- Each Workgroup took on overall event assignments
  - Welcome Booth personnel rotation
  - Recycling/trash setups & pickup
  - Equipment and vehicle display layouts
  - Parking plans – regular, overflow, handicapped, staff
  - Drivers/cars to pick up plant tourists who drop out
  - Main phone number turned on for the day – required reprogramming system & assigning personnel
  - Runners
Assignments

- Stepped-up scheduling for some routine work
  - Landscaping
    - Tree-trimming
    - Fresh mulch
  - Street sweeping – inside plant and parking lot
  - Cleaning of plant buildings and equipment
Assignments

• Team assignments:
  • Assign personnel coverage for team display at event
    • Setup, event, tear-down
  • Design posters, turn in for QA/QC
  • Develop your story (script for your display) and handouts
  • Develop kid-friendly, interactive games pertaining to team’s work if possible, and provide modest prizes
  • Tell planning team - How many posters? How many tables, chairs, ez-ups, tablecloths, easels? Generator?
Staff Resistance

• Why are we calling attention to ourselves?
• Nobody cares!
• Short notice; Mother’s Day weekend
• Staff time needed to prepare during regular work hours
Turning the Tide

• Communication from General Manager
• GM meetings with Union Leadership
• Planning committee reps communicated with their workgroups
• Gave teams control of their displays, activities; emphasized trust in their skills
• Staff became “all in” and enjoyed using creativity to design displays and games for kids
Staff Assistance

- Staff concerned about responding correctly to visitor questions
- Developed laminated flyer to keep at each booth:
  - USD statistics
  - Talking Points/responses to possible questions
- Difficult visitor? Get your supervisor!

USD Key Messages for Employees

This document is a tool for employees to use when asked questions by the public at our Open House Event. Keep it behind your table for reference – it’s designed to give you some messages to keep in mind in order to give our visitors information. Basic facts about the District are on the flip side.

We want employees to be free to concentrate on their areas of expertise when talking to the public. If you are asked questions that you are not sure about, we will refer you to the person that can answer the question.

1. Visitors can ask questions and at the same time you can introduce people to the District.
2. Refer the visitor to the zone.

Why are you at the event?
- We have the best service.
- We recycle.
- Holding the event.
- Are you getting new information?
- Answer the question.
- Staff members on a Saturday.
- The District’s employee.
- Some employee.

How much do you charge?
- We’ve done this.
- We hope you get.
- How much will the man.
- In 2014, it was 89.08 gallons per.
- USD is covered.
- A portion of the money.
- USD is allowed.
- Recycling increased.
- The District will offer recycling.

Population Served
Total for the Tri-Cities: 339,983
- Fremont 223,972
- Newark 43,856
- Union City 72,155

CA Dept. of Finance January 2014 demographics
Miles of Sewers Maintained
811

Number of Employees

Green Energy Projects
- Powering our Treatment Plant with methane created by our processes, generating up to 1.6 MW per day – enough energy to power us up to 2,266 home annually
- Solar production 1,128,000 kwh annually

Union City Treatment Plant Footprint
33 acres

Union City Treatment Plant Capacity
33 MGD

Union City Treatment Plant Capacity
33 MGD

MGD = million gallons per day

Gallons of Wastewater Treated Daily
23 MGD
2014 Average Dry Weather Flow

FY 2015 Annual Residential Service Charge
$357.02
“The Safety Guy”

• Planning for health and safety of visitors

• Monitored everything:
  • Plant tour routes/display layouts
  • Parking planning
  • Porta-potty placement
  • Diaper-changing station
  • First-aid station/supplies
  • Hand-sanitizer dispenser round-up
  • Emergency Evacuation Plan
Event Promotion

- Paid Ads in regional newspaper and local free paper
- One with plant photo
- One more kid-oriented
COME HAVE SOME FUN at UNION SANITARY DISTRICT’s TREATMENT PLANT OPEN HOUSE
SATURDAY, MAY 9, 2015 10 A.M. – 2 P.M.

<table>
<thead>
<tr>
<th>KID-FRIENDLY ACTIVITIES</th>
<th>DISPLAYS</th>
<th>GIVEAWAYS</th>
</tr>
</thead>
<tbody>
<tr>
<td>What Happens to Wastewater?</td>
<td>Interactive Demonstrations of the specialized vehicles and equipment used to maintain the plant, pump stations and over 800 miles of sewer lines in the Tri-Cities</td>
<td></td>
</tr>
<tr>
<td>Tour the Plant to find out</td>
<td>Talk to USD’s Engineers, Plant Operators, Chemists, Mechanics, and more. Get to know the people who provide award-winning service to our community</td>
<td></td>
</tr>
<tr>
<td>No RSVP necessary – just drop by!</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5072 Benson Road</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Union City, CA</td>
<td></td>
<td></td>
</tr>
<tr>
<td>(510) 477-7500</td>
<td></td>
<td></td>
</tr>
<tr>
<td><a href="http://www.unionsanitary.ca.gov">www.unionsanitary.ca.gov</a></td>
<td></td>
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</table>

<table>
<thead>
<tr>
<th>DEMONSTRATIONS</th>
<th>PLANT TOURS</th>
<th>FREE REFRESHMENTS</th>
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If you’d like to tour the plant, wear closed-toed, low-heeled shoes. Be prepared for walking and stairs. Display areas are wheelchair accessible, Plant buildings are not.
COME HAVE SOME FUN at UNION SANITARY DISTRICT’s TREATMENT PLANT OPEN HOUSE

KID-FRIENDLY ACTIVITIES   SATURDAY, MAY 9, 2015
PLANT TOURS                10 A.M. – 2 P.M.
GIVEAWAYS
DEMONSTRATIONS
DISPLAYS

What Happens to Wastewater?
Tour the Plant to find out

Talk to USD’s engineers, chemists, plant operators, mechanics, and more.
Get to know the people who provide award-winning service to our community

Interactive Demonstrations of the specialized vehicles and equipment used to maintain the plant, seven pump stations and over 800 miles of sewer lines in the Tri-Cities

No RSVP necessary – just drop by!
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Union City, CA
www.unionsanitary.ca.gov
(510) 477-7500

If you’d like to tour the plant, wear closed-toed, low-heeled shoes. Be prepared for walking and stairs. Display areas are wheelchair accessible; Plant buildings are not.

FREE REFRESHMENTS
Event Promotion

- Community calendar listings in same papers
- Press releases
- Public-service radio announcements – local college station
- Contacted K-12 school districts; distributed flyer through their parent email systems
STUDENTS: WANT TO TALK TO WORKING ENGINEERS, CHEMISTS, PLANT OPERATORS, ELECTRICIANS, MECHANICS, AND MORE?

COME TO UNION SANITARY DISTRICT’S TREATMENT PLANT OPEN HOUSE

SATURDAY, MAY 9, 2015
10 A.M. – 2 P.M.

PLANT TOURS
REFRESHMENTS
GIVEAWAYS

ACTIVITIES FOR KIDS
FAMILY-FRIENDLY FUN

INTERACTIVE DISPLAYS AND DEMONSTRATIONS AT USD’s UNION CITY HEADQUARTERS!

Meet USD’s engineers, chemists, plant operators, mechanics, collection system workers, business services personnel and more, and talk about the work they do to protect public health and the environment.

See our Green-Energy projects, plus demonstrations of the specialized vehicles and equipment used to maintain the plant, seven pump stations and over 800 miles of sewer lines in the Tri-Cities.

No RSVP necessary – just drop by!
5072 Benson Road
Union City, CA
10 a.m. – 2 p.m.
(510) 477-7500

If you’d like to tour the plant, wear closed-toed, low-heeled shoes. Be prepared for walking and stairs. Persons under 16 must be accompanied by an adult.
Event Promotion

- Industry and Local Government associations
- College engineering programs, trade schools (plant operator programs, mechanics, electricians)
- City electeds & staffs
- Chambers of Commerce, Community service groups, local and regional ecology groups
- NIXLE – requested local PDs to post community info notices
- Other wastewater and water agencies, regional park districts
- USD’s Permitted Industries, teachers for classroom programs, other contacts
Welcome Booth

Welcome to USD’s Union City Treatment Plant & Headquarters

Map to Displays & Demonstrations

WELCOME TABLE & Plant Tour Bus Stop

ENGINEERING/CIP: Autocad Interactive Display

CUSTOMER SERVICE: Leaky pipe demo Plan Check Activity

INDOOR INTERACTIVE DISPLAYS:
- Laboratory
- IT/ITIS
- HR/Finance
- Environmental Compliance
- RESTROOMS Handicapped Parking

First Aid/ Diaper Changing Area (Indoors)

Self-Serve Water, Sodas & Chips

Hot Dog Grill

COLLECTION SERVICES AREA:

1. FM Service Truck
2. Rigging
3. Interactive Displays & Games Zone – Fun Stuff!
4. Painters’ Zone
5. Crane Truck
6. Transport System
7. Welding Area
8. Pumps & Alignment Demo
9. Centrifuge
10. Electrical Display

A. Confined Space Gear
B. Response Vehicle
C. Trenchless Technology
D. Emergency Trailer
E. TV Van – Guide the Remote-Controlled Camera!
F. Combo Unit

Portable restrooms & hand-washing stations

Protecting the Tri-Cities and San Francisco Bay
ATTENTION:
PHOTO & RECORDING CONSENT

By attending this Union Sanitary District event, you consent to have photographs or recordings made of your image or voice to be used for public outreach, publicity, marketing, news, or any other purposes related to the District, including print, large display, broadcast, webcast, social networking sites, and any other forms of media.

For questions or concerns, please contact USD at (510) 477-7500
Goals & Results

• Due to busy weekend, (Mother’s Day, several community events,) we felt that 250 visitors could be considered a success; 500 a blowout

• Event 10 a.m. to 2 p.m. – 350 visitors by 10:30 a.m.
  • Staff members stayed beyond their assigned shifts to assist

• Stopped counting at 1,124 visitors
Results

• Had to turn away customers for plant tours; led to special tour program from June through September

• At recent public meeting regarding rates, customer spoke positively about event and District

• Recent recruitments: finalists mentioned attending open house and deciding they want to work at USD
Awards

California Association of Sanitation Agencies (CASA)
Public Outreach and Education Award for 2015

California Association of Public Information Officials (CAPIO)
Award of Excellence – Special Events/One-Time Event - April 2016

California Water Environment Association (CWEA)
Community Engagement and Outreach Project of the Year - SF Bay Section 2016
# How Much? – Event Costs

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Misc. expenses (food, banners, posters, decorations, giveaway, etc.)</td>
<td>$8,492.93</td>
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</tr>
<tr>
<td>Paid advertising expenses (one regional newspaper, one local)</td>
<td>$5,950</td>
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</tr>
<tr>
<td>Labor – staff time for event preparation during regular work hours</td>
<td>$34,225.80</td>
<td>611</td>
</tr>
<tr>
<td>Labor – day of event</td>
<td>$23,969</td>
<td>359.5</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$72,637.73</strong></td>
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</table>
Takeaways

- Let teams tell their story
  - Displays & Tours
  - Activities for kids
- Family-friendly was key
  - Parents loved activities
  - Career info for students
- Provide messaging for staff
Takeaways

• Plan for “What If?”
  • What if parking lot A, then B, then C fills up?
• Make it an “all-in” event
  • As many employees as you can schedule
• Assign multiple runners
• Radio training for those unfamiliar with using them
• Invite EVERYBODY you can think of
Takeaways

• No hierarchy day of event!
  • GM and EHSO made several trips to Costco for supplies
  • Management picked up recycling & trash throughout the day

• Communicate constantly during preparation – make participation as easy as possible for staff
  • There will be many lists. Many, many lists
  • Accommodate last-minute brainstorms

• Recognize staff effort and awesomeness
Takeaways

• Most effective promotions:
  • Newspaper Ads – local and regional
  • Press release ran twice in local giveaway newspaper (3 weeks apart); once in regional paper
  • School Districts’ parent communication channels
  • NIXLE community alerts

• Event fostered relationships with local PD’s, school districts, cities

• Event deepened relationships within & between teams at USD; morale-builder for staff
“People are actually interested in what I do!”
Questions?
Need details? Contact:

Michelle Powell
Communications & Intergovernmental Relations Coordinator
Union Sanitary District
(510) 477-7634
michellep@unionsanitary.ca.gov