



11.0 COMMUNICATION PLAN

This section of the SSMP discusses the District’s Communication Plan. This section fulfills the Communication Plan requirements for the SWRCB element.

11.1 Regulatory Requirements for Communication Plan Element

The requirements for the Communication Plan element of the SSMP are summarized below:

11.1.1 RWQCB Requirement No

requirement.

11.1.2 SWRCB Requirement

The District shall communicate on a regular basis with the public on the development, implementation, and performance of its SSMP. The communication system shall provide the public the opportunity to provide input to the District as the program is developed and implemented. The District shall also create a plan of communication with systems that are tributary and/or satellite to the District’s sanitary sewer system.

11.2 District Communication Plan

The District currently utilizes its website, and has District Board meetings that are open to the public, which aid in communication of its SSMP elements and progress with the public.

The District upgrades the website on regular basis to ensure the public has access to the latest information on performance related to the SSMP, and to educate the public on specific components of the SSMP, such as FOG control.

Currently, the District’s outreach program to the public consists of the following: When SSOs occur, the type of debris found to create the blockage dictates the type of outreach material distributed to the public (i.e., FOG, “Flushable” Wipes, etc.) Staff distributes the appropriate outreach material to those residents and or businesses up-stream of the blockage. Also, starting in the fall of 2014 the District will be sending out mass mailings to one fourth of the it’s constituents for the next four years on what can and cannot be discarded in the wastewater system. Additional outreach materials are made available for contractors, businesses and the public at the front counter in the Administration Office and on the District’s website at www.westbaysanitary.org.

The District informs the public of its plans to revise and implement the SSMP by notifying interested parties of the Board meetings during which SSMP activities will be considered for adoption.

The District has also published newspaper articles explaining many of the preventative maintenance programs that the District is engaged in as well as CIP project information, and other activities designed to reduce SSOs from the collection system.