

# KATZ KONNECTION

Public Affairs | Community Relations | Issues Management

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*At the end of each year, we traditionally make holiday donations on behalf of our clients to organizations committed to improving the well being and quality of life of people around the world.*

We are fortunate to work with clients who are committed to positively affecting people's lives. The Katz & Associates team looks forward to continuing to work with you on important public issues, and we wish you all the best in 2010. In 2009, we contributed to the following organizations:

**United Way of Southern Nevada**

United Way is working to advance the common good by focusing on education, income and health. These are the building blocks for a good life – a quality education that leads to a stable job, enough income to support a family through retirement, and good health. The goal is to create long-lasting changes that prevent problems from happening in the first place.

**Water For People**

Water For People is an international nonprofit development organization committed to increasing access to safe drinking water and improving sanitation and health. Time after time, Water For People finds that providing safe drinking water serves as a catalyst for greater community development.

**Carlsbad Christmas Bureau Adopt-A-Family Project**

The Carlsbad Christmas Bureau Adopt-A-Family Project has provided food and gifts for needy Carlsbad families since 1970. Over the years, thousands of families have been adopted by the

all-volunteer, nonprofit organization. The goal of the Carlsbad Christmas Bureau Adopt-A-Family Project is for businesses, organizations and individuals to adopt needy families within Carlsbad and provide gifts and food to help them celebrate the holidays.

**Alzheimer's Association**

The Alzheimer's Association is the leading volunteer health organization in Alzheimer care, support and research. The organization's achievements and progress in the field have given thousands of people a better quality of life and brought hope to millions more.

**San Diego Food Bank**

The San Diego Food Bank provides food to people in need, advocating for the hungry and educating the public about hunger-related issues. Each year, the San Diego Food Bank distributes more than 10 million pounds of food to individuals, families and a network of non-profit organizations that work to alleviate hunger throughout San Diego County.

**Giving Today for a Brighter Tomorrow**



- [www.uwsn.org](http://www.uwsn.org)
- [www.waterforpeople.org](http://www.waterforpeople.org)
- [www.christmasbureau.org](http://www.christmasbureau.org)
- [www.alz.org](http://www.alz.org)
- [www.sandiegofoodbank.org](http://www.sandiegofoodbank.org)

## Caltrans Teaches Teens to "Respect the Rails"

According to the Federal Railroad Administration, California currently has the highest number of highway-rail grade crossing and pedestrian-related accidents in the nation. In the fall, the California Department of Transportation/ Amtrak California launched its first rail safety public awareness campaign, "Respect the Rails," to inform California residents about the dangers associated with railroad crossings. The campaign targets teens and young adults who are statistically proven to take more risks and become easily distracted behind the wheel or as pedestrians.

The "Respect the Rails" campaign kicked off with a statewide tour of high schools in cities with high rates of railroad-related accidents. Katz & Associates



assisted Caltrans/Amtrak California by securing the participation of 30 high schools for the tour, staffing the outreach events and managing media efforts to ensure each event was a success. Each event on the six-week tour included a dramatization of a collision allowing students to get an authentic glimpse of what can happen when a driver crosses the railroad tracks in front of an oncoming train. Other potential dangers, including pedestrian distractions and overall rail safety, were highlighted and educational materials were distributed.

The overall theme of the "Respect the Rails" campaign is to remind teens to always pay attention when crossing railroad tracks – an important message heard and seen loud and clear by many high school



students across California because of these educational events.

For more information please contact Lori Proso, [lproso@katzandassociates.com](mailto:lproso@katzandassociates.com).

## A Golden Celebration for Leucadia Wastewater District

In November, Leucadia Wastewater District rolled out the red carpet for an all-day celebration of two major milestones: the completion of a brand-new facility and 50 years of excellent service. LWD provides wastewater collection and recycled water service to several communities of San Diego and for nearly four years, the Katz & Associates team has worked with LWD to provide community outreach services.



*LWD board members (l-r) Donald Omsted, Elaine Sullivan, President David Kulchin, Director Judy Hanson, Vice President Allan Juliussen and General Manager Paul Bushee officially open the doors to the new facility.*

In the afternoon, LWD opened its doors to its customers and neighbors at a community open house. Nearly 200 people attended the event, celebrating the completion of construction and learning more about how LWD takes care of their wastewater. LWD staff provided narrated tours of the new building and environmental exhibits provided learning opportunities for kids and adults.

General Manager Paul Bushee said, "Everyone from our board members and staff, to our customers celebrated Leucadia Wastewater District's golden anniversary and the opening of the new facility with great pride that day." As Leucadia Wastewater District celebrates these significant milestones, it also remains a leader in environmental protection.

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For this two-part celebration, Katz & Associates planned and prepared each aspect of the event to make it a memorable one. To highlight LWD's milestones through the years, the team created photo-collage display boards with pictures of past employees and past events. Katz & Associates also developed a special anniversary logo featured on all event materials. The Katz & Associates and LWD team secured numerous sponsors who provided refreshments and giveaways for the occasion.

More than 100 guests, including many local officials, attended the dedication for the new headquarters building in the morning. The dedication concluded with a ribbon-cutting ceremony featuring LWD's board members and the general manager to officially open the doors to the facility. Following the ceremony, guests took tours of the new building and were impressed by its "green" features, including solar panels on the roof, recycled glass in the floors and drought-tolerant plants.



## Parker Water Learns the Power of the Printed Word

Parker Water and Sanitation District in Colorado has been providing and protecting drinking water for its suburban Denver community for decades. While searching for ways to secure new water supplies to replace dwindling groundwater resources, the district's customers became more concerned about the cost increases. When faced with potential challenges from the community, the district took some critical steps to make sure its stakeholders understood the challenges of finding new water sources. Katz & Associates worked with PWSD staff to manage the outreach program and ensure there was consistent communication with customers by implementing several key elements.



PWSD Water Management Plan Brochure

First, the Katz & Associates team helped establish and facilitate a community working group of various stakeholders that worked hand-in-hand with PWSD staff and consultants to ensure that everyone's voice would be heard. A bus tour of PWSD's system – for both drinking water and sanitation – provided helpful information about how the system works for group members.

In addition, Katz & Associates worked with PWSD staff to develop several informational materials, including a message plan, fact sheet, question-and-answer information sheet and an update to the PWSD Web site to highlight the relevant information for optimal viewing from the community. A series of advertorials were also published that explained important elements of the water system, sources

of current supplies and potential future water sources. These straightforward tutorials were also reproduced on large display boards at the district headquarters, so that its many visitors could get a snapshot education on the water situation. Finally, a 14-page Water Management Plan brochure was developed as a "primer" on how the district had developed a reliable water system in the past and would build on that system for a secure water future.

Given the extensive outreach and communication with various stakeholders, the PWSD board was able to pass a 2010 budget, with appropriate rate increases, without public opposition, and continues to pursue various avenues for future water supplies.

For more information please contact Joe Charest, [jcharest@katzandassociates.com](mailto:jcharest@katzandassociates.com).



## SFPUC Plans for a Future Reliable Water Supply

The San Francisco Public Utilities Commission is implementing one of the largest, most complex infrastructure projects in the U.S. – a \$4.6 billion modernization and retrofit of the Hetch Hetchy regional water system.

drought and other natural disasters. To address these challenges, the SFPUC is diversifying its water supplies – including local groundwater development, recycled water for irrigation, water conservation and a pilot desalination program.

team has collaborated with the SFPUC's Water Resources Division to build a comprehensive community outreach campaign that also highlights some of the division's recycled water and groundwater projects. These planning efforts culminated with the SFPUC hosting an open house event on water diversification efforts in November 2009.

To maximize public involvement, the team advertised the two-hour open house with a full-page ad in local neighborhood newspapers and mailed more than 3,000 invitations to nearby residents and interested stakeholders. Community members visited the information stations featuring posters and handouts, and asked important questions about the projects.

The director of communications for the SFPUC, Tony Winnicker, delivered the following important message at the open



Hetch Hetchy Reservoir

The Hetch Hetchy system is a network of pipelines, pump stations and reservoirs that stretches across 167 miles and provides water to approximately 2.5 million customers. Even after the upgrades are complete, water supplies for San Francisco and Bay Area customers will remain vulnerable to long-term threats posed by global climate change,

Katz & Associates is currently playing a key role in this endeavor, working closely with the SFPUC communication staff to assist with strategic planning, and implement targeted construction outreach and media relations for the program.

Unified with a common goal of reliable water for the future, the water supply

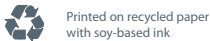
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## Katz & Associates Happenings: Awards

We are honored to work with our clients on award-winning projects. The following awards were presented to our clients in 2009:

**Port of San Diego** Working Waterfront Tour Campaign: PR News' Nonprofit Awards, Honorable Mention Award

**Southern California Caulerpa Action Team** Public Outreach and Education Program: PR News' Nonprofit Awards, Honorable Mention Award

**San Diego County Water Authority and Imperial Irrigation District** All-American Canal Lining Project Dedication Event: Public Relations Society of America, San Diego Chapter Silver Award of Excellence

**Rebuilding Together** Carl Hammer Feature Article: International Association of Business Communicators, Sacramento Chapter Crystal Award

**Rebuilding Together** Rebuilding Together Brochure: International Association of Business Communicators, Sacramento Chapter Merit Award

**California Department of Transportation** California Department

of Transportation Caltrans 'Slow Mo Films' Release for the Annual Workers Memorial Event: International Association of Business Communicators, Sacramento Chapter Merit Awards

**City of Sacramento** West El Camino Bridge Project Logo: International Association of Business Communicators, Sacramento Chapter Merit Award

**Sacramento Air Quality Management District** Spare The Air Brochure: Sacramento Ad Club Silver Addy

**Sacramento Metropolitan Air Quality Management District** B&W Print Ad Campaign: International Association of Business Communicators, Sacramento Chapter Merit Award

**California Department of Motor Vehicles** Ask George Editorial Opinion Column: International Association of Business Communicators, Sacramento Chapter Merit Award

## Water *continued from page 3*



*The project manager highlights the proposed location of groundwater wells.*

house: "By diversifying San Francisco's water sources, the SFPUC is working to ensure the continued delivery of some of California's safest, most reliable and highest quality drinking water for decades to come." The successful open house kicked off the outreach program for several projects that are crucial to achieving a future reliable water supply for San Franciscans.

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