

# KATZ KONNECTION

Communication Strategies | Public Involvement | Community Relations

A publication of Katz & Associates, Inc.



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25 Years**

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## Dear Friends, Colleagues, Clients and Family Where were you in the summer of 1986?

In 1986, Top Gun was the top grossing movie of the year, a gallon of gas averaged 89 cents, Ronald Reagan was president, the Oprah Winfrey Show premiered on television and the World Wide Web did not exist.

In the summer of 1986, I was launching a budding communications practice in the loft of my first condo and not sure if I would make my mortgage payment that month. I was single, no kids, and spending lots of time traveling for personal and professional adventures.

A quarter of a century later, I am proud to say that Katz & Associates, Inc. has grown into a successful, woman-owned, small business with more than 40 employees specializing in community relations, public participation, and strategic communications for public and private sector clients. We have staff located across the nation, including San Diego, San Francisco, Sacramento, Las Vegas, Seattle, Dallas/Fort Worth and Nashville. We are ranked in the top echelon of communications firms in both San Diego and Sacramento. I have two great kids and, now, most travel surrounds their agendas, not mine!

In the past 25 years, Katz & Associates has been privileged to work on important and challenging public works programs across this nation. In fact, our client line-up has taken us to 30 states, Guam, Australia, Canada, Italy and Iraq. This represents work in the fields of water and wastewater, transportation, land use planning, maritime, environmental compliance, redevelopment, hazardous waste, consumer protection, education, and energy – just to name a few. We have been part of program teams selected to ensure reliable water supplies for communities, to introduce light rail transportation in urban areas, to facilitate complex discussions concerning military base expansions, to help mitigate environmental and economic justice issues, and to support construction of large public projects that impact neighborhoods. And these were the easier assignments!

**We continue to fine-tune  
our services to ensure  
we achieve our motto:**

***Katz & Associates, where  
exceptional service is an  
everyday occurrence.***

So what's ahead? While the communication tools are changing (can you say "Twitter"?), the societal challenges remain the same. We still need clean water, reliable energy, healthy ecosystems, efficient transportation and protection of our national security. But the solutions are evolving rapidly into concepts and technologies around sustainability, renewable energy, alternative modes of transportation, innovative water resources and revitalizing our aging infrastructure. We will continue to support these societal solutions by providing solid strategic communications services supported by service-oriented practitioners with frontline experience. Public agencies and ratepayers have less money, but the demands for maintaining and improving our quality of life continue. Difficult decisions and investments will need to be made and that is where Katz & Associates will continue to add value. We are excited about these challenges as we continue to fine-tune our services to ensure we achieve our motto: *Katz & Associates, where exceptional service is an everyday occurrence.*

To my colleagues, friends, family, and team of dedicated and talented employees, I thank you. I am humbled by your support, inspired by your friendship and honored to have shared this journey with you. To my handful of mentors (you know who you are) – even after 25 years, I still need and value your counsel. Some say it takes a village to raise a child. But it also takes a village to run a small business and for that, I am eternally grateful.

Fondly,

*Sara M. Katz*

Sara M. Katz  
President

1986 ✨ 2011 ✨

# Weathering the Storm Water

Does San Diego's storm water get treated before it reaches our bays and ocean? That's a question that Katz & Associates staffers have often asked when conducting public outreach surveys for the city of San Diego's Storm Water Pollution Prevention Program. You may not be surprised to hear that many people don't know the answer. (*Psst...it doesn't get treated.*)

Storm water pollution is a significant source of contamination for local streams, rivers, bays and the ocean. In fact, the ubiquitous pollution from our daily activities that flows into storm water runoff now contributes to a larger portion of many kinds of pollutants than the more easily identified and regulated sources of sewage that most people associate with water quality woes. As a result, storm water regulations that address urban runoff are evolving at a more rapid pace than other pollution regulations, and keeping up with them is a huge challenge for the municipalities charged with maintaining compliance. On the other end of the spectrum, flooding from storms can devastate communities and severely damage infrastructure built to manage the storm. Repairing, maintaining and building new infrastructure also strains municipal coffers.

Katz & Associates has been at the forefront for many years in assisting local agencies to address new regulations and

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Lewis Michaelson recently facilitated a visioning process for local agencies to assist them in developing a more proactive approach for meeting storm water permit requirements. Lewis led these "co-permittees" as they developed a new paradigm for the San Diego region's approach to storm water quality that focuses on individual watersheds, adaptive management and enhancing water quality beyond compliance levels.

infrastructure needs, as well as educate and encourage the public to do its part to meet water quality goals through programs such as Think Blue. On the regulatory front, Katz & Associates' skilled facilitators work with agency staff to find a



However, while we know that complying with regulatory standards costs money, coming up with a reliable cost estimate for new and emerging storm water requirements can be a daunting task. Lewis facilitated the county of San Diego's Water Quality Working Group, which successfully produced an estimate of long-term water quality funding needs now being used regionally for planning purposes.

Fifteen inches of rain – along with deferred maintenance and an inadequate storm water system – caused \$200 million in damages and wreaked havoc in several neighborhoods in El Paso. Patricia Tennyson facilitated a community advisory group that assisted in developing a storm water master plan and validating El Paso Water Utilities' first ten-year capital program to improve the system.

As municipalities continue to move forward to plan for the future, comply with ever increasing regulations, fix their infrastructure and inform community members about how they can help, Katz & Associates is ready to apply its breadth of experience and its strong record to help meet those goals.

For more information, contact Lewis Michaelson at [lmichaelson@katzandassociates.com](mailto:lmichaelson@katzandassociates.com).

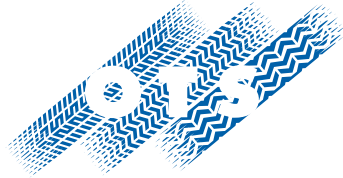
## Think-ing Blue

Educational outreach programs aimed at altering the public's pollution-generating behaviors in a sustained and measurable way are essential to helping agencies meet required water quality objectives. To help educate the public about their part in reducing storm water pollution, Katz & Associates works closely with the city of San Diego Storm Water Division to assist with the Think Blue educational outreach program. Over the years, Katz & Associates has conducted research including surveys and focus groups, developed communication plans and informational materials, staffed information booths at various community festivals and fairs, and planned stakeholder meetings. Our hands-on support has certainly helped San Diego "Think Blue."



# Behind the Wheel for Traffic Safety

In August, the Sacramento office of Katz & Associates welcomed a new client into its ever-expanding statewide transportation portfolio as it officially became the prime contractor for the California Office of Traffic Safety. This represents a huge milestone for the dynamic team since the previous incumbent held the contract for nearly two decades.



**CALIFORNIA OFFICE  
OF TRAFFIC SAFETY**

Over the next three years, Katz & Associates will help coordinate the marketing, public relations and advertising activities to support many of OTS's priority program areas, such as alcohol and other drugs awareness and prevention, occupant safety, and pedestrian and bicycle safety. Among these efforts, Katz & Associates will be supremely involved in developing a new statewide campaign for the DUI December Crackdown enforcement, alerting the public to the dangers of drunk driving and promoting the importance of celebrating the holidays responsibly and designating a sober driver. Katz & Associates will be instrumental in the design and launch of the campaign, which will focus on contributing to a decrease in the number of people killed or injured as a result of alcohol-related crashes during the holiday season. Among many activities, Katz & Associates will manage statewide media relations, grassroots outreach efforts and social media promotions as well as oversee all paid advertising and promotional efforts.

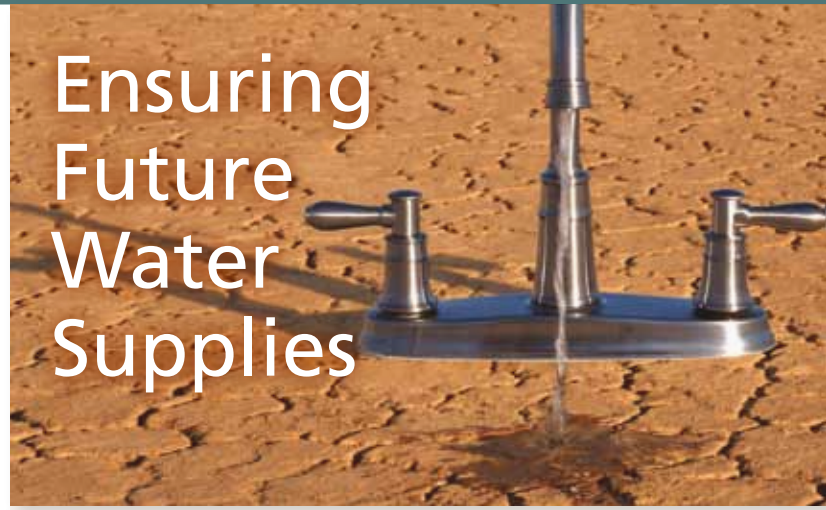
Other ongoing efforts will include support for the department's well-known Click-It or Ticket program and strategic efforts on behalf of its distracted driving campaign. All campaign efforts will be aligned to support OTS's vision statement, "Toward zero deaths, every 1 counts."

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Katz & Associates is looking forward to being a key part of OTS's vast communication efforts, working closely with it in the coming years to educate the public on traffic safety issues and reduce the number of deaths and fatalities as a result.

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

# Ensuring Future Water Supplies



**Water is at the forefront of sustainability efforts in Southern California and around the world. As the demand and cost for water rises, so does the amount of work being done in pursuit of local and sustainable water supplies.**

The city of San Diego has embarked on a cutting-edge concept to shore up its local water supply portfolio with water purification technology. Today, the city imports approximately 85 percent of its water supply from the Colorado River and the California State Water Project, a supply that is becoming increasingly more expensive and less reliable. Katz & Associates is assisting the city of San Diego to raise awareness about what its water supply can be in the future.

In 2010 the city launched the Water Purification Demonstration Project to determine the feasibility of purifying recycled water for potable reuse/reservoir augmentation. A previous attempt to introduce potable reuse in San Diego proved unsuccessful, in large part because of political will and public perception. This time around, public understanding about the water purification process shares the project focus with regulatory and reservoir studies through a comprehensive public outreach program that Katz & Associates is assisting the city in implementing.

Because the Demonstration Project will only operate for one year, the city and Katz & Associates team recognized the need to make sure the outreach program would "hit the ground running." The first task was to develop a communication plan that included strategies and tactics to inform community members about the project. This was followed by development of easy to understand informational materials and one-on-one meetings with stakeholders representing San Diego's business, environmental, educational, science, and military communities. Meetings were also held with various neighborhood and multi-cultural community leaders to inform them about the project and get their input.

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**Communication Strategies**  
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*Katz Konnection is published to keep our clients, staff, families and friends up to date on our firm's projects and activities.*



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## Ensuring Future Water Supplies (cont.)

A community presentation was developed, a speakers bureau was formed and calls made to groups and individuals all across the city asking for an opportunity to present the project to them.

As soon as the Project's Advanced Water Purification Facility was constructed, it became the latest facility to be included in the "urban water cycle tour program." Raising awareness of the possibilities and promise of potable reuse demands an understanding of the fact that water is and has always been used and reused. So with this educational tour program, the outreach team encourages San Diego residents to visit its water, wastewater and recycled water treatment facilities – particularly the AWP Facility. In its first three months of operation, over 80 public tours have been conducted and more than 1,000 people have seen how water purification works. Tour participants have included water customers, business and environmental groups, students, technical experts and political figures.

The Demonstration Project is receiving a continually increasing amount of interest from national and local media, industry leaders, and thousands of community members. The outreach program itself has also garnered interest: in September, the WaterReuse Association honored the Demonstration Project with the 2011 WaterReuse Association Public Education Program of the Year award.

The education and outreach program will continue until the conclusion of the Demonstration Project in early 2013, when the mayor and city council will decide whether a full-scale project will be implemented. Katz & Associates is pleased to play a part in increasing public awareness and understanding about such a critical topic for the future of San Diego.

*For more information, please contact Patricia Tennyson, [ptennyson@katzandassociates.com](mailto:ptennyson@katzandassociates.com).*

## Katz & Associates Happenings

### **Sarah Rossetto**

The San Diego/Imperial Counties Chapter of the Public Relations Society of America awarded Katz & Associates' very own Sarah Rossetto with the New Professional of the Year Award. Sarah started at Katz & Associates as an intern in early 2009 and worked her way up to assistant account executive. In her free time, Sarah has been heavily involved in the local PRSA chapter. "Sarah demonstrates the ideals of Katz & Associates with her dedication, excellent quality of work, and positive attitude. We are very proud to have her as part of our team," said Sara Katz. "This is a well-deserved award."



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