

# **YUBA COUNTY WATER AGENCY**

## **Communications Policy**

Revised: May 4, 2021

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### **1.0 Purpose**

The purpose of this policy is to promote effective internal and external communications, from an agency-wide perspective, in order to:

- Increase public awareness of the purpose and activities of Yuba Water.
- Connect Yuba County residents, stakeholders and potential partners with information about Yuba Water services, operations and policies while fostering a sense of community in the region.
- Support clear and open two-way communication with Yuba Water employees, in order to maintain an informed and engaged workforce.
- Foster trust and credibility in Yuba Water as a reliable and effective government agency.
- Ensure responsiveness to emergencies.
- Complement and support the strategic priorities of the board of directors.

### **2.0 Communications Principles And Goals**

A. Through this policy, the board is providing direction on Yuba Water's communications principles and key messages. The general manager is authorized to ensure the implementation of a robust communication plan, based on the following principles:

- Be consistent; communicate with one voice throughout the organization.
- Communicate early, clearly and often.
- Deal in facts and truth.
- Be accessible, courteous and responsive.
- Communicate to all audiences using modern and traditional tools and tactics to ensure the widest reach possible.
- Encourage dialogue and two-way information exchange.
- Ensure informed, engaged employees.

B. The primary goal of Yuba Water communications is to ensure that the public knows:

- Yuba Water Agency was created to reduce flood risk and sustainably manage water supplies for the economic benefit of the people of Yuba County.

- Power generation enables ongoing investment in projects to reduce flood risk and ensure reliable water supplies, as well as investments tied to our mission areas with an emphasis on improving quality of life and enabling economic development in Yuba County.
- C. Communications will primarily be delivered through senior staff and designated subject matter experts, the general manager, and the communications team.
- D. Every effort will be made to keep board members and employees apprised of Yuba Water Agency decisions, actions and news, in order for all employees to be informed, engaged and able to answer questions.
- E. Agency employees may speak to media or respond to public queries on behalf of the agency only when authorized by the general manager or his/her designee.
- F. Board members may only speak on behalf of the agency when authorized by a majority of the board to do so.

### **3.0 Policy Review**

The Clerk of the Board shall ensure that this policy is reviewed at least every two years.

Date	Version#	Description
June 6, 2017	001	Initial Release
May 4, 2021	002	Revision