

**WEST VALLEY SANITATION DISTRICT
SEWER SYSTEM MANAGEMENT PLAN**

**SECTION XI
COMMUNICATION PROGRAM**

Communication Program

The purpose of the District's Communication Program is to identify the means by which the District plans to communicate with key stakeholders, the public, interested organizations, and other public entities, about the purpose, development, execution, and performance of the District's SSMP. This Program also identifies the individual serving as the primary District contact and provides their contact information should there be any questions or comments concerning this SSMP.

Modes of Communication

There are several ways in which the SSMP will be made available for reference and review. During its development and as it reaches its initial completion, the components of the SSMP have been provided to the public through District Board Meeting Agendas as part of the Board adoption and certification process. During the remainder of its life other modes of communication will include access through the District's website, direct hardcopy mailings of the Plan, and availability of the SSMP at the District office for public viewing.

The most accessible means will be through the District's website: www.westvalleysan.org. The accessibility will allow the public-at-large to view and to print a copy of the SSMP. A contact name, phone number, and email address will also be provided should there be any questions regarding the contents of the SSMP. Although the District General Manager and Engineer serve as the District's Public Information Officer, the primary contact person for communication regarding the SSMP is:

Edward Oyama, Director of Engineering and Operations
West Valley Sanitation District
100 East Sunnyoaks Avenue
Campbell, CA 95008
T: (408)378-2407
E: eoyama@westvalleysan.org

Stakeholders

Future modifications made to the SSMP are to be brought to the attention of key stakeholders to afford them an opportunity to provide input. This will help to ensure that communication lines between our stakeholders are open and that information about activities or policies that may have an impact on each other can be shared. The primary stakeholders are the District's Board of Directors, the City of San Jose, Santa Clara County Department of Environmental Health, Santa Clara Valley Water District, and the San Jose/Santa Clara Water Pollution Control Plant.

Communication of Related Information

Through the District's website other related public outreach information regarding SSOs and wastewater will be provided primarily through website links. These links include the State of California's SSO reporting site (http://www.waterboards.ca.gov/water_issues/programs/ciwqs/), the California Water Environment Association's site (<http://cwea.org/>), and the Water Environment Federation information website regarding water and wastewater infrastructure (<http://www.wef.org/wil.aspx/>), among others.

Specific target outreach includes the FOG Program, SSO information, and plumbers or property owners wishing to install laterals and cleanouts. FOG community outreach materials include a District letter informing the public of grease issues, a "Fat-Free Sewers" brochure (HS1000) developed by the Water Environment Federation, and a grease scraper. This is shown in Appendix F.1.

Reduction of SSOs is a District wide goal and BACWA brochures titled Reducing SSO's are provided to the public as shown in Appendix F.2. In addition to the SSO brochure, another BACWA brochure regarding Sewer Laterals are distributed to everyone who applies for a permit for work connecting to the District's system. This brochure is illustrated in Appendix F.3.