



San Francisco Water Power Sewer

Services of the San Francisco Public Utilities Commission

525 Golden Gate Avenue, 13th Floor
San Francisco, CA 94102
T 415.554.3155
F 415.554.3161

San Francisco Public Utilities Commission Citizens' Advisory Committee

MEETING MINUTES

Tuesday, August 18, 2026

5:30 p.m. – 7:00 p.m.

525 Golden Gate Ave., 3rd Floor Tuolumne Conference Room

Members of the public may observe and participate via Zoom virtual conference software.

Zoom Recording:

<https://sfwater.zoom.us/rec/share/CDegEcv8H-hPpfHFTcVpTy5IQghoDjFeg6UKgYjrxMwtt62BRjBLWul5YzpwIJK7.SnOH-Q5bmiXzY1So>

Recording Passcode

559974

Mission: The purpose of the SFPUC CAC is to provide recommendations to the SFPUC General Manager, the SFPUC Commission, and the Board of Supervisors regarding the agency's long-term strategic, financial, and capital improvement plans ([Admin. Code Article XV, Sections 5.140 - 5.142](#))

Members:

Douglas Jacuzzi (Chair) (D4)	VACANT (D10)
Cal Law (D1)	Jennifer Clary (D11)
Erin Roach (D2)	VACANT (B-Small Business)
Sally Chen (D3)	Arthine Cossey van Duyne (B-Environ. Justice)
Lila Holzman (D5)	Katie Zheng (M-Large Water User)
Alex Francois (D6)	Sarah Atkinson (M-Environmental Org.)
Julia Hernandez (D7)	Thomas Smegal (M-Regional Water Customers)
Amy Nagengast (D8)	Loretta Dickerson-Smith (M-Engineering/Financial)
Aaron Hebert (D9)	

D = District Supervisor appointed, M = Mayoral appointed, B = Board President appointed

Staff Liaisons: Lexus Moncrease and Lupita Garcia
Staff Email for Public Comment: cac@sfwater.org

Daniel Lurie
Mayor

Joshua Arce
President

ORDER OF BUSINESS

1. Call to Order and Roll Call at 5:31 pm

Present (12): Jacuzzi, Law, Roach, Chen, Holzman, Francois, Nagengast, Hebert, Clary, Cossey van Duyne, Smegal, Dickerson-Smith

Absent (3): Hernandez, Zheng*, Atkinson

Staff/Presenters: John Coté, Betsy Lauppe Rhodes
Members of the Public: Daver Warner, Jeff den Broder

*Member Zheng marked present at 5:33 pm

Stephen E. Leveroni
Vice President

Avni Jamdar
Commissioner

Kate H. Stacy
Commissioner

Meghan Thurlow
Commissioner

Dennis J. Herrera
General Manager

OUR MISSION: To provide our customers with high-quality, efficient, and reliable water, power and sewer services in a way that values environmental and community interests and sustains the resources entrusted to our care.



2. Approve [July 21, 2026, Meeting Minutes](#)

A motion was made (Clary) and seconded (Roach) to approve the July 21, 2026, Meeting Minutes.

The minutes were approved without objection.

Public Comment: None.

3. **Public Comment:** Members of the public may address the Committee on matters that are within the Committee's jurisdiction and are not on today's agenda.

- **Dave Warner** commented he understands Member Francois was recently appointed and welcomes him to the CAC. He thanked the CAC for everyone's work and involvement. He thinks the CAC members are incredibly important, especially with the changes coming. The SFPUC is going through a change in General Manager and the last time, they brought in Dennis Herrera. Commissioner President Anson Moran developed a set of criteria to measure Dennis Herrera performance and does not think it did what was intended and is hopeful something similar happens with the new General Manager.

4. **Report from the Chair**

- Welcome members, staff, and the public
- Welcome new member
- [Ohlone Tribal Land Acknowledgement](#)
 - Chair Jacuzzi will be writing to the Board of Supervisors to amend the Administrative Code to include a member for an appointment from the First Nations community.

Public Comment: None

5. **Presentation and Discussion:** [Communications Division Overview](#), John Coté, SFPUC Communications Director, Professional Services Division

- Resource – sfpuc.gov/construction

Presentation:

- Communications Division Overview
- Communications Division
- SFPUC Organizational Chart
- Communications Division Organization
- Effective and Strategic
- External and Internal Communications
- Communications *by the Numbers 2025*
- Legally Required Outreach
- Proactive Outreach
- Construction Project Outreach
- 24/7 Emergency Response
- Thank you!

Discussion:

- **Member Cossey van Duyne** asked how effectiveness in a communications strategy is measured.

Staff Coté responded many times there are unique URLs and QR codes so staff can tell what is driving traffic to websites or other areas they are trying to direct the public to. Through the unique links and QR codes, staff can see which ads were the most effective.

- **Member Cossey van Duyne** commented then it seems the engagement data is just by discovery of how many people have seen a specific page/ad and asked if her understanding is correct.

Staff Coté responded it depends on the program and what the goal is. If the goal is to get customers to apply for a program, the measurement is how many customers applied.

- **Member Cossey van Duyne** commented the communication efforts right now seem to be very focused within the city of San Francisco and asked what stakeholder engagement and communication efforts are being done for folks higher up in the watershed that are part of the communities of concern for the SFPUC.

Staff Coté responded the retail customers are in San Francisco and the wholesale customers are outside of San Francisco, and we have constituents in the Sierra Foothills and further. The approach varies based on location. If there was a construction project were to take place outside of San Francisco that were to impact these communities, SFPUC follows the same approach as if it were in San Francisco. We communicate with communities in the Sierra Foothills regarding our workforce development projects and construction happening there.

- **Member Cossey van Duyne** asked how aligned the communications team with the OneWater program is.

Member Clary asked if they do OneWater in San Francisco.

Member Cossey van Duyne commented yes and that Staff Coté's lack of response was a response and thanked him.

- **Member Clary** commented this is a large agency which must decide on communication topic priorities and asked how those priorities are decided and how are the topics not on the priorities list still communicated.

Staff Coté responded it depends on the direct impact on customer, largest number of customer and depth of the impact. It is a balancing act.

Member Clary commented it is still a choice and decision being made and asked if Communications listens to customer feedback through Customer Service or other avenues to communicate on topics like flooding in certain neighborhoods and how customers priorities are taken into SFPUC's Communication priorities.

Staff Coté responded it depends on what is happening in the city and what is the most important of the largest cross section of customers.

Member Clary asked if SFPUC is doing this and how is SFPUC responding to customer feedback.

Staff Coté responded it depends on the situation and SFPUC respond to individual customers directly every day not only through Customer Service but through other

avenues. A certain issue to a specific constituency may not go far beyond that constituency and we must be efficient with our limited resources.

- **Member Smegal** asked how SFPUC reaches people who are not customers but live in San Francisco such as renters.

Staff Côté responded it is a real challenge and there has been limited success. One tool is social media which can be geotargeted. SFPUC always tries to develop contact lists for specific topics that people may be interested in for example Public Power.

- **Member Hebert** asked why 7,000 webpages.

Staff Côté responded it is a big site.

- **Member Hebert** asked what the communications budget is.

Staff Côté responded he is happy to provide the information and cannot provide it at the moment given the Communications Department is nestled in a bureau undergoing a transition.

- **Member Holzman** asked if it is a possibility to get communications support to disseminate SFPUC's CAC meetings to have more public engagement.

Staff Côté responded he needs to look into what the established practice in the city is for advisory bodies before making any commitments.

- **Member Nagengast** asked how SFPUC is using artificial intelligence (AI) in its communications and how this is changing in the future.

Staff Côté responded AI is something the team is wrestling with and have guidelines as an agency around AI usage. There are some areas where it can be helpful but the errors that are in AI that are concerning from a communications standpoint.

Member Nagengast asked when a good time would be to check back in on this topic.

Staff Côté responded six months.

- **Member Law** asked how SFPUC Commission meetings are announced.

Staff Côté responded they are on a dedicated page on the website that includes the agenda, the schedule that is posted in advance of the meetings.

Member Clary commented there is also a listserv that all CAC members should be a part of they are not already.

- **Member Law** asked how staff ensures the adopt-a-drain program is up to date and commented that they have seen claimed drains in their neighborhood that are not being cleaned.

Staff Côté responded it is a volunteer program and staff try to engage those volunteers at an appropriate cadence, and it is not a replacement for the work crews do to ensure storm drains and catch basins are cleared in high impact areas. Volunteers supplement this work, and it has been a tremendous help over the last few years.

- **Member Francois** asked if there is a large presence in Treasure Island and commented there are flood zones there.

Staff Côté responded yes with the new Treasure Island Treatment Plant that is set to come online soon. In regard to Adopt a drain, he will need to look into whether Treasure Island is a neighborhood SFPUC does outreach to for the specific adopt a drain program.

- **Member Francois** asked if Communications would be able to provide statistics in workforce development engagement through SFPUC such as how many jobs and internships were provided.

Staff Côté responded this is something we have but does not have access to the information at this moment. There is an entire Workforce development team that is responsible for facilitating these programs with partnership with CityBuild but also reporting out these numbers. The numbers are also included in a report that is annually produced by the Office of Economic and Workforce Development (OEWD). We are consistently higher than the requirement levels and SFPUC is one of the highest amongst the city.

- **Staff Francois** asked if there is an educational plan for the public around earthquake preparation.

Staff Côté responded there is but it mostly done citywide, with the Department of Emergency Management (DEM) at the forefront of this. As an agency, SFPUC has made efforts to improve its infrastructure so in short order, after an earthquake people will still have water and wastewater service.

Member Francois commented he has heard departments point to each other for responsibility and asked if there are any grassroots efforts SFPUC is willing to do such as water stations or port-a-potty stations.

Member Clary commented the SFPUC is required to have an emergency response plan and asked what communications role in SFPUC's emergency response plan is.

Staff Côté responded there are several aspects. Primary it is getting information to the public about the current status on the water, wastewater, and power systems including disseminate boil water notices and ensure health and safety of the public.

Member Smegal commented there was an earthquake in San Leandro a few days ago and East Bay Municipal Utility District (EBMUD) sent reminders of earthquake readiness to their constituents.

Member Francois commented the messaging needs to be more consistent and asked is there something that can be done to ensure more consistent messaging goes out.

Staff Côté responded this is something that is a point of emphasis for the City as a whole. It is important to think about the role of the SFPUC and what we provide which are water, wastewater, and power services. This is the type of thing that he would want to talk to colleagues at DEM and at the Mayor's Office.

Chair Jacuzzi commented SFPUC does in paper bills include an insert to be earthquake prepared.

Member Francois commented there could be a volunteer program that is neighborhood emergency response team (NERT) certified.

Staff Côté responded the SFPUC on its own may not be situated to direct but could contribute.

- **Member Dickerson-Smith** asked when looking at SFPUC's trends, does it reflect on the strategy it took and adjust.

Staff Côté responded yes we do.

- **Member Dickerson-Smith** asked when it adjust how does the information get sent back to constituents.

Staff Côté responded the manager's report directly to him and he with the managers reflect on the tools and communication strategy methods were taken.

- **Member Chen** asked how much of the communications marketing work is contracted out.

Staff Côté responded some and it is usually what our team does not have the expertise to do such as polling, ad buys, and graphic design support.

- **Member Chen** commented she has partnered with SFPUC and other city agencies interacting at community events and generally her experience with staff has been positive and with contractors it feels more transactional.
- **Chair Jacuzzi** commented he hopes there are metrics to see which of the 7,000 pages on the website are getting attention and which are not and hopes the SFPUC will combine pages to make it easier to find information.

Staff Côté responded there are metrics.

- **Chair Jacuzzi** commented he made a request to staff that they would like to update the CAC website.

Staff Moncrease responded changes have been made to the CAC webpage and SFPUC needs to ensure that it is following digital accessibility laws.

Public Comment: None.

6. Discussion and Possible Action: [Adopt Amended CAC Rules of Order](#), Full CAC Chair Douglas Jacuzzi

- [Current Rules of Order](#)
- [Notice of Public Hearing Posted August 7, 2026](#)

Discussion:

- **Chair Jacuzzi** commented the rules of order changes proposed are due to aligning the CAC rules of order to the Commission's rules of order and to reflect the changes that occurred in the Administrative Code from the Commission Streamlining Taskforce. If any revisions are made, they will need to be reviewed by the City Attorney to ensure the CAC is legally compliant.

- **Member Clary** asked if this language came from the City Attorney.

Chair Jacuzzi responded yes.

- **Member Holzman** asked if the proposed addition of a seat is not in the rules of order.

Chair Jacuzzi responded no since that needs to be changed in the ordinance.

- **Member Hebert** asked why the current rules of order and the proposed rules of order look different.

Staff Moncrease responded they are formatted differently, and content is mostly the same.

- **Member Smegal** asked the if the mission and objectives are removed in the proposed rules of order and if it should be a separate document.

Staff Moncrease responded yes they are removed, and the mission and objectives are in the ordinance.

- **Member Clary** asked if someone from the City Attorney's Office needs to present on the proposed changes.

Staff Moncrease responded if there are questions staff have, she can ask them to the City Attorney.

Chair Jacuzzi commented the intent is the rules of order are not changing substantively.

- **Member Holzman** asked if the current rules of order are still active or is the proposed rules of order active.

Chair Jacuzzi responded the current rules of order are active until the CAC makes a motion to approve and votes to approve the proposed changes.

- **Member Nagengast** asked if there is a log deleted items in the proposed version and commented she would like to understand what would be in the deleted category that did not make it..

Chair Jacuzzi responded if it does not have to do with the rules of the CAC, it was not included.

Staff Moncrease responded an example it is no longer a legal requirement to present an annual report to the SFPUC Commission, but the Chair would like to continue the practice, so it is included.

- **Member Holzman** asked if the blue track changes are our proposed changes.

Chair Jacuzzi responded the tracked changes are the first round of revisions.

Member Clary commented when the ordinance was passed in 2002 to create the CAC, there was language included about a strategic plan because at that time the SFPUC had a strategic plan that was being updated annually but the moment there was language

included that the CAC review the strategic plan, it stopped. Three years ago, they created a strategic plan, and the CAC did not get a chance to review, and this restricts are ability to review and comment on the SFPUC plans and policy.

Staff Moncrease responded this is still outlined in the Ordinance.

- **Member Clary** commented this language should be removed.

Item no. 6 was postponed to next Full CAC meeting on Tuesday September 15.

Public Comment: None.

7. Staff Report

- Item No. 8 on the agenda was reformatted to mirror the SFPUC Commission's agenda.

Public Comment: None.

8. SFPUC Communications (Information Only)

- a) [Future Agenda Items & Resolutions](#)
- b) [Correspondence Log](#)
- c) [Water Supply Conditions Update](#)
- d) [Annual Alternative Water Supply Program Report](#)
- e) [Annual Street Light Program Update](#)
- f) [Water System Improvement Program Quarterly \(Q4\) Report FY 2025-26](#)
- g) [Green Infrastructure Grant Quarterly Report Pursuant to Board of Supervisors Ordinance 207-24](#)

Public Comment: None.

9. Please visit www.sfpuc.gov/cac for announcements, comments, and confirmation of the next scheduled meeting, agenda, and materials.

Public Comment: None.

10. Adjournment at 7:04 pm.

For more information concerning the agendas, minutes, and meeting information, please visit sfpuc.gov/cac. For more information concerning the CAC, please contact by email at cac@sfwater.org or by calling (415) 517-8465.

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