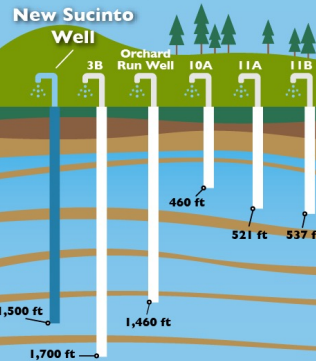


Community Outreach & Communications

Oct. 12, 2023 UPDATE

WELL UPGRADE PROJECT



SCOTTS VALLEY WATER DISTRICT



Learn how to save water and save money!

Free **WATERSMART** Training

Wednesday, Sept. 27, 11am to 12:30pm

Scotts Valley Senior Center, 370 Kings Village Road
Email contact@svwd.org to register

District staff will be available for in-person assistance



SCOTTS VALLEY WATER DISTRICT

WATER QUALITY REPORT 2022



SCOTTS VALLEY WATER QUALITY MAKES THE GRADE

This annual Consumer Confidence Report on water quality shows that last year, as in years past, the District's water met all State and Federal primary drinking water standards. Included in the report is information about the source water quality and treated water quality. It also explains how the water is treated and tested to ensure that it is always safe and refreshing to drink.

Start with a Local Water Supply

Drinking water comes from six wells pumping from the Lompoc and Butano aquifers, which are part of the Santa Margarita Groundwater Basin.

Test to Ensure Quality

The District's state-certified water operators monitor the water system 24 hours a day, 7 days a week, to ensure the reliability and safety of our water. Depending on the constituents, the District conducts numerous tests on a daily, weekly, monthly, quarterly and annual basis.

Treat to Provide High-Quality Water

The Lompoc and Butano aquifers are naturally high in iron and manganese. The District operates three treatment facilities that utilize oxidation and filtration to reduce these constituents and produce safe, high-quality water.

Providing Customers with Safe, Reliable, High-Quality Water is the District's Top Priority

Esta informe contiene información muy importante sobre su agua potable. Tradúzcalo a habla con alguien que lo entienda bien.



Miller Maxfield, Inc.
Strategic Communications & Public Affairs

What follows is an update on activities in support of the goal to engage the community to increase visibility of District activities and advance public awareness on water matters.

WaterSmart Enrollment and Education



**WATER USE EFFICIENCY
REBATES**

High-Efficiency Toilets Up to \$125 per toilet
Spray Irrigation \$0.50 per sqft
Smart/Weather-Based Irrigation Controller Up to \$100
Pool Cover 50% of the cost up to \$1,000
Pressure Regulators \$100
Lawn Replacement \$2 per sqft
Rainwater Catchment \$0.25 per gallon of container capacity

Apply for rebates through **WaterSmart**, a free online platform that helps you manage water use!



www.svwd.org/
WaterSmart

 SCOTTS VALLEY WATER DISTRICT 

The flyer features a light blue background with a geometric pattern. At the top, it has a green and blue header. The title 'WATER USE EFFICIENCY REBATES' is in bold red and black text. Below the title, a list of rebate items is provided. To the right of the list, there are icons of leaves and water droplets, a circular arrow with a dollar sign, and a QR code. At the bottom, there is a call to action and the Scotts Valley Water District logo and social media icons.

- Encouraged enrollment through social media, advertising, newsletter content and videos
- Promoted the WaterSmart workshop


Water Use Efficiency




Turf's Up!

Winter is the ideal time to make drought-tolerant improvements to your outdoor space. Take advantage of the District's Turf's Up program and get a \$2 rebate for each square foot of irrigated lawn replaced.

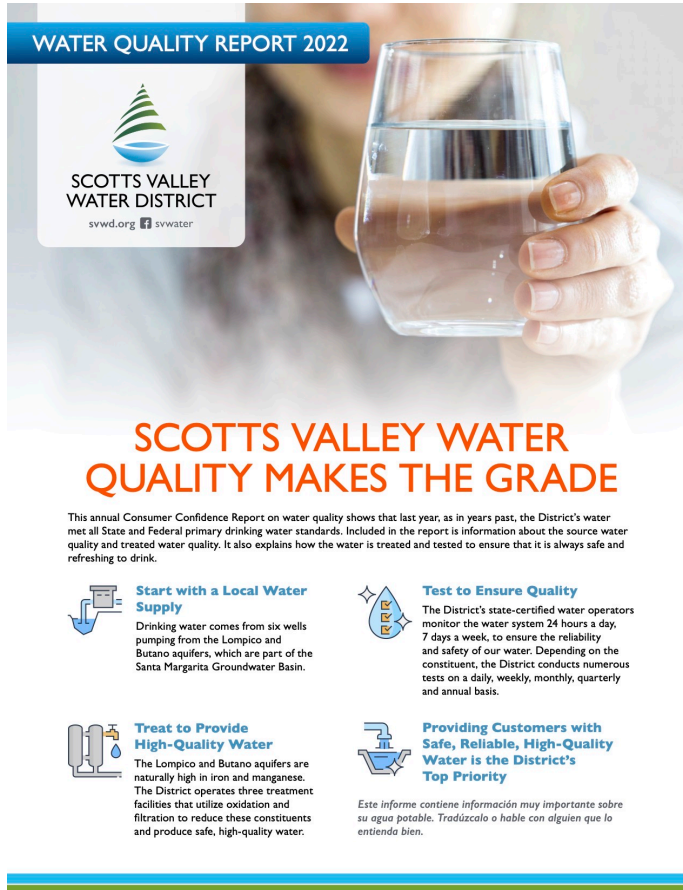
www.svwd.org/TurfsUp

 SCOTTS VALLEY
WATER DISTRICT

 svwd.org

- Educated customers about rebate opportunities, specifically the Turf's Up lawn replacement program
- Encouraged efficient use of water indoors and outdoors

Consumer Confidence Report (CCRs)



WATER QUALITY REPORT 2022

SCOTT'S VALLEY WATER DISTRICT
svwd.org f svwater

SCOTT'S VALLEY WATER QUALITY MAKES THE GRADE

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- Compiled the 2022 CCRs in partnership with District staff
- Shared information about the Consumer Confidence Report with customers via bill inserts, newsletter articles, social media and paid advertising

Independence Day Parade



- Produced District-branded beach balls for parade, in addition to banners created in 2022
- Shared information about the District's participation before and after the event

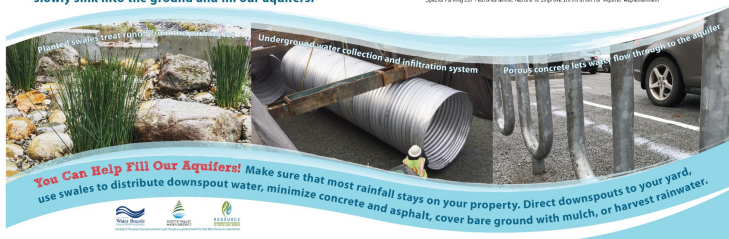
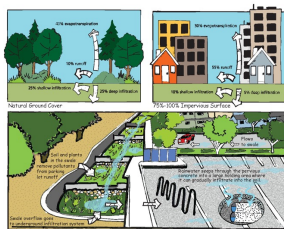
Interpretive Signage

This Parking Lot Saves Water!

Before there were buildings, streets and parking lots in Scotts Valley, almost all rainwater soaked (infiltrated) into the ground. And some rainfall seeped deep enough to fill underground rocky and sandy areas called **aquifers**.

Today, much of the ground is covered with non-porous surfaces like rooftops, asphalt and concrete, that keep rainwater from reaching our aquifers. Since aquifers are the only source of fresh drinking water in Scotts Valley, we need to keep them filled.

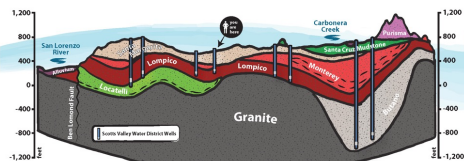
This parking lot helps! Its special design directs water from the parking lot into planted, shallow channels, called **swales**. The plants and soil in the swales naturally clean the water then send it to a large chamber under the parking lot. Porous concrete also lets rain filter through to the chamber, which has holes in the bottom, so water can slowly sink into the ground and fill our aquifers.



- Coordinated the replacement of interpretive signage at the METRO Station and off Scotts Valley Drive that had become sun-damaged

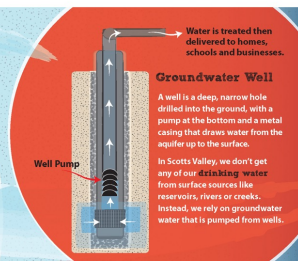
Our Water Comes From the Ground

You are standing in the Santa Margarita Groundwater Basin which covers over 30 square miles and runs northwest to Boulder Creek, southwest to Felton and east to Scotts Valley. The basin contains multiple **aquifers**—underground layers of rock and sand that are filled with water—with names like Lompico, Butano, and Locatelli.

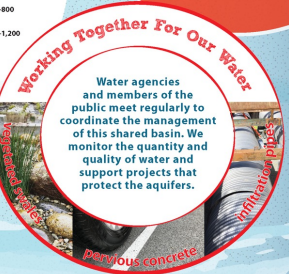


Aquifers in the Santa Margarita Groundwater Basin

The San Lorenzo and Scotts Valley Water Districts get their drinking water from aquifers in the basin. Groundwater from the basin also seeps into streams and creeks and provides habitat for plants, fish and other animals during the summer.



In Scotts Valley, we don't get any of our drinking water from surface sources like reservoirs, rivers or creeks. Instead, we rely on groundwater water that is pumped from wells.



Operations Support

- Informed customers about ongoing day-to-day work that keeps the water system running smoothly
- Provided strategic communications support and collateral materials during the Sucinto Well drilling process, including mailers to residents, project signage and website updates
- Provided updates about other Operations activities as needed



Website Support

- Provided regular edits and updates to website content, including creating graphics
- Post District news, including press releases and newsletter links, to the website



Search



CUSTOMER SERVICE

YOUR WATER

COMMUNITY

ABOUT US



BILL PAY



START / STOP SERVICE



WATERSMART



MEETINGS & AGENDAS

Social Media: Jan. 1 – June 30, 2023

Instagram

- | 2023 | 2022 |
|-------------------------------|-----------------------------|
| • Posts: 77 | • Posts: 107 |
| • Reach: 4,203 | • Reach: 15,905 |
| • Engagement: 808* | • Engagement: 1,402* |
| • YoY Engagement Change: -42% | • YoY Engagement Change: 9% |

X (formerly Twitter)

- | 2023 | 2022 |
|-----------------------|-----------------------|
| • Impressions: ~1,300 | • Impressions: ~6,100 |

Paid Ads

(Facebook and Instagram)

- | 2023 | 2022 |
|---------------------------------|---------------------------------|
| • Ads: 7 | • Ads: 7 |
| • Reach: 6,479 Engagement: 159* | • Reach: 6,479 Engagement: 159* |
| • YoY Engagement Change: -49% | • YoY Engagement Change: -63% |

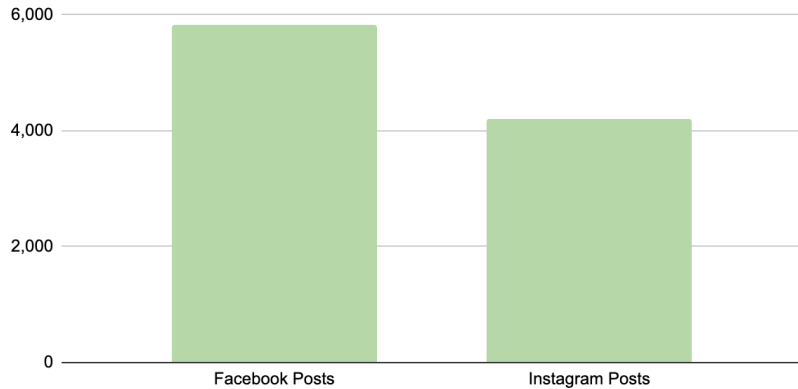
Facebook

- | 2023 | 2022 |
|-------------------------------|-------------------------------|
| • Posts: 79 | • Posts: 120 |
| • Reach: 5,826 | • Reach: 5,826 |
| • Engagement: 5963* | • Engagement: 5963* |
| • YoY Engagement Change: 332% | • YoY Engagement Change: 332% |

Nextdoor and LinkedIn Posts as needed

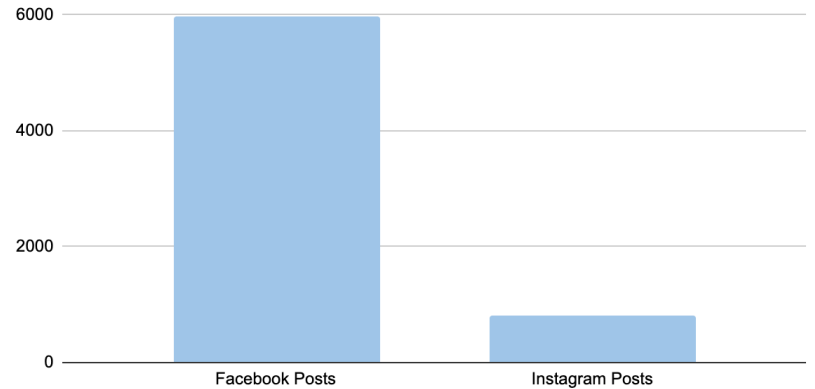
*Likes, Comments, Shares, Link Clicks, etc.

Reach (Jan 2023-July 2023)



Reach (Jan 2023-July 2023)

Engagement (Jan 2023-July 2023)



Engagement (Jan 2023-July 2023)

Reach

Facebook Posts	5,826
Instagram Posts	4,203

Engagement

Facebook Posts	5,963
Instagram Posts	808

Total Followers (Facebook and Instagram)

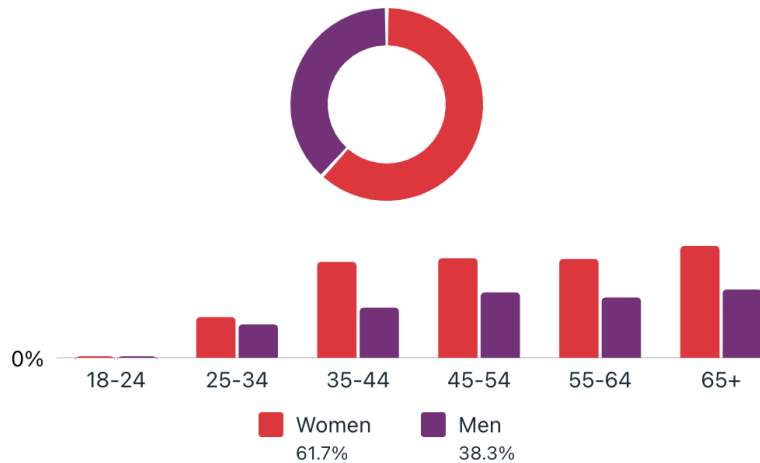
Facebook followers ⓘ

887

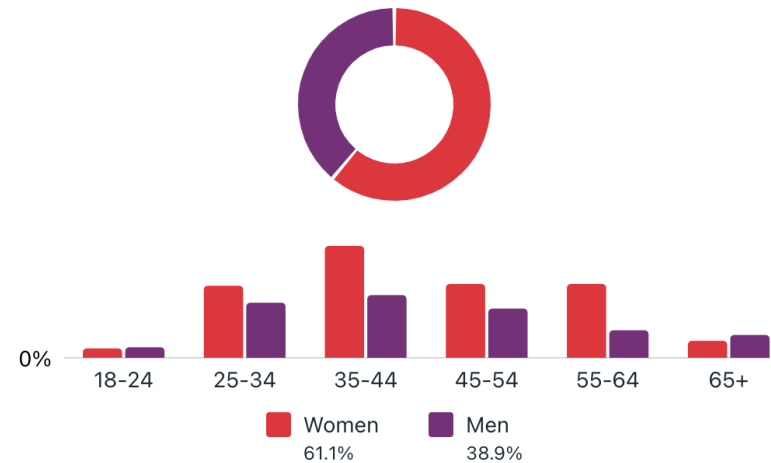
Instagram followers ⓘ

551

Age & gender ⓘ



Age & gender ⓘ

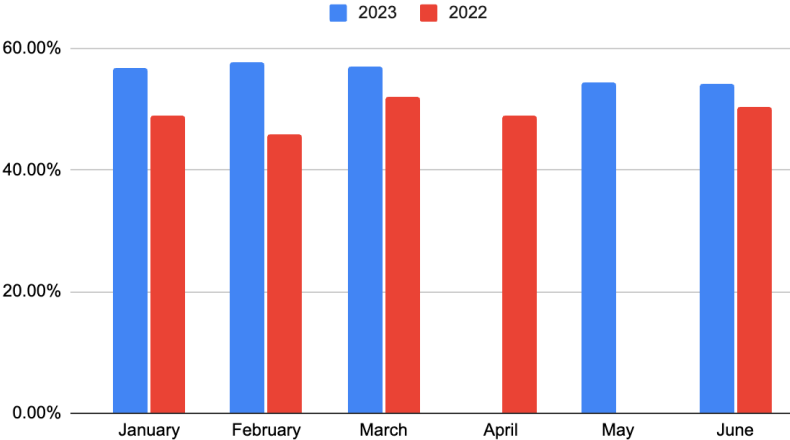


Email Newsletter

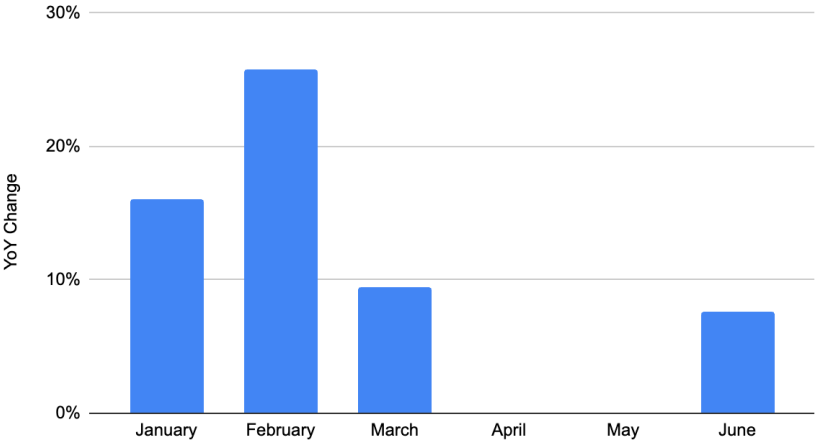
The District's email newsletter, which goes out generally on a monthly schedule, has an average open rate of more than 56%, markedly higher than the industry average of 30%

We create and distribute the newsletter with input from District staff.

MailChimp Open Rates



MailChimp Open Rates Increase YoY (2023 vs 2022)



Additional and Upcoming Activities

- Public outreach for Intertie Project in coordination with Santa Cruz Water Department
- Monthly newspaper ads
- Bill inserts
- Monthly Ops meeting and additional meetings with staff as needed
- Producing a short video explaining the local water cycle, highlighting District infrastructure
- Creating interpretive signage at high-traffic District facilities
- Support outreach for District infrastructure projects



Questions?