

# Community Outreach & Communications

SEPT. 8, 2022 UPDATE

**MANAGE WATER USE  
AT YOUR HOME OR BUSINESS**

**FREE SERVICE**



WaterSmart is a service portal that provides the tools to monitor and understand your water use and your bill.

**SCAN OR VISIT THE WEBSITE TO REGISTER:**



[svwd.watersmart.com](http://svwd.watersmart.com)

 SCOTTS VALLEY WATER DISTRICT 



**Think Twice!**

Use water efficiently this summer and water no more than twice a week!

The District asks all customers to continue using water wisely by irrigating no more than twice a week.

Please water before 10 a.m. or after 5 p.m.

 SCOTTS VALLEY WATER DISTRICT  [svwd.org](http://svwd.org)



**TURF'S UP!**

**DOUBLE YOUR REBATE**

for replacing your lawn with a drought-tolerant, low-water option.

~~\$1~~ **\$2**

per square foot of lawn replaced

Learn more at [svwd.org/rebates](http://svwd.org/rebates)

 SCOTTS VALLEY WATER DISTRICT  [svwd.org](http://svwd.org)



SCOTTS VALLEY  
WATER DISTRICT



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.

As we noted during our mid-year update in February, communications work for the District has been adapted to current needs, including sharing more content online and utilizing video when possible.

# WaterSmart Enrollment and Education



**Take control of your water use with WaterSmart!**

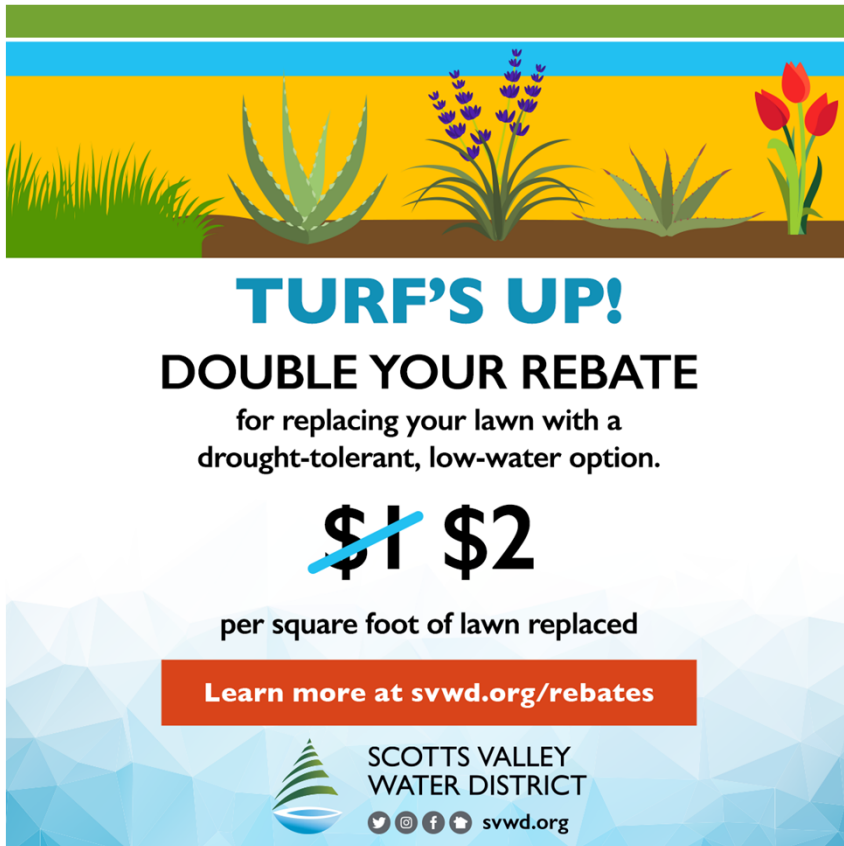
Check out this short video to learn how to sign up and utilize WaterSmart to save water and money! This free online platform is available to all Scotts Valley Water District customers.



SCOTTS VALLEY WATER DISTRICT     [svwd.org](http://svwd.org)

- Encouraged enrollment through social media, advertising, newsletter content and a press release
- Launched a WaterSmart tutorial video
- Created signage for use at the District's PopUp Station including a custom QR code


# Water Use Efficiency



**TURF'S UP!**  
**DOUBLE YOUR REBATE**  
for replacing your lawn with a  
drought-tolerant, low-water option.

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 SCOTTS VALLEY  
WATER DISTRICT  
@ svwd.org

The graphic features a horizontal band with a green top, blue middle, and yellow bottom. Below the band are illustrations of various drought-tolerant plants: grass, aloe vera, purple flowers, and red tulips. The background below the plants is a light blue geometric pattern.

- Coordinated the second-annual Turf's Up and Water Saving Challenge campaigns
- Educated customers about rebate opportunities and the Stage 2 Water Shortage

# PopUp Station

- Collaborated with District staff on PopUp Station layout and promotional materials
- Created signage for A-frames and banners for the tent to promote the PopUp Station and its features
- Consistently shared information about the PopUp Station via the newsletter, social media, bill insert and advertising to encourage customers to visit



Win Raffle Prizes!

**SAVE WATER FOR  
A CHANCE TO  
WIN UP TO \$500**

Join the challenge at  
[svwd.org/Water-Saving-Challenge](http://svwd.org/Water-Saving-Challenge)



 **SCOTTS VALLEY  
WATER DISTRICT**  
@svwd.org

**HOW CAN YOU  
MONITOR WATER USE  
AT YOUR HOME OR  
BUSINESS?**



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**SIGN UP OR  
SCAN THE CODE  
TO REGISTER**

[svwd.watersmart.com](http://svwd.watersmart.com)



 **SCOTTS VALLEY  
WATER DISTRICT**  
@svwd.org

# Independence Day Parade



- Collaborated with SVWD team to develop banners, a T-shirt design and beach balls for the parade
- Shared information about the District's participation in the parade before and after the event

# Operations Support

- Facilitated tour and water-tasting event for local officials and media at the upgraded Orchard Run Water Treatment Plant
- Informed customers about ongoing day-to-day work that keeps the water system running smoothly
- Provided updates about other Operations activities as needed



WATER WAY - Scotts Valley Water District operations manager David McNair explains the benefits of water purification plant upgrades. (Drew Penner / Press Banner)

Local News

# Scotts Valley Drinking Water Plant Upgrades Unveiled

By: DREW PENNER 📅 June 3, 2022

It costs big bucks to ensure one of life's essential components is fit for human consumption. And on May 25, local officials and media got to taste the \$3.5 million upgrade results to the Scotts Valley Water District's Orchard Run Water Treatment Plant, leaving memories of the previous, more undesirable, liquid in the dust.

# Website Support and Launch of New Site

- Provided periodic edits and updates to website content, including creating graphics
- Helped District staff in developing new website, which launched in the spring:
  - Participated in vendor selection process
  - Collaborated on site navigation
  - Edited website copy
  - Selected and optimized website photos and graphics
  - Partnered with videographer to create drone video for homepage



# SCOTTS VALLEY WATER DISTRICT

Search



CUSTOMER SERVICE

YOUR WATER

COMMUNITY

ABOUT US



BILL PAY

START / STOP SERVICE

WATERSMART

MEETINGS & AGENDAS

# Social Media: Jan. 1 - July 1, 2022

- **Instagram**

- Posts: 107
- Reach: 15,905
- Engagement: 1,402\*

- **Facebook**

- Posts: 120
- Reach: 42,916
- Engagement: 1,379\*

- **Paid Ads (Facebook and Instagram)**

- Ads: 11
- Reach: 15,615
- Engagement: 313\*

- **Nextdoor**

- Posts: 20
- Impressions: 6,272
- Thank yous: 34

- **LinkedIn**

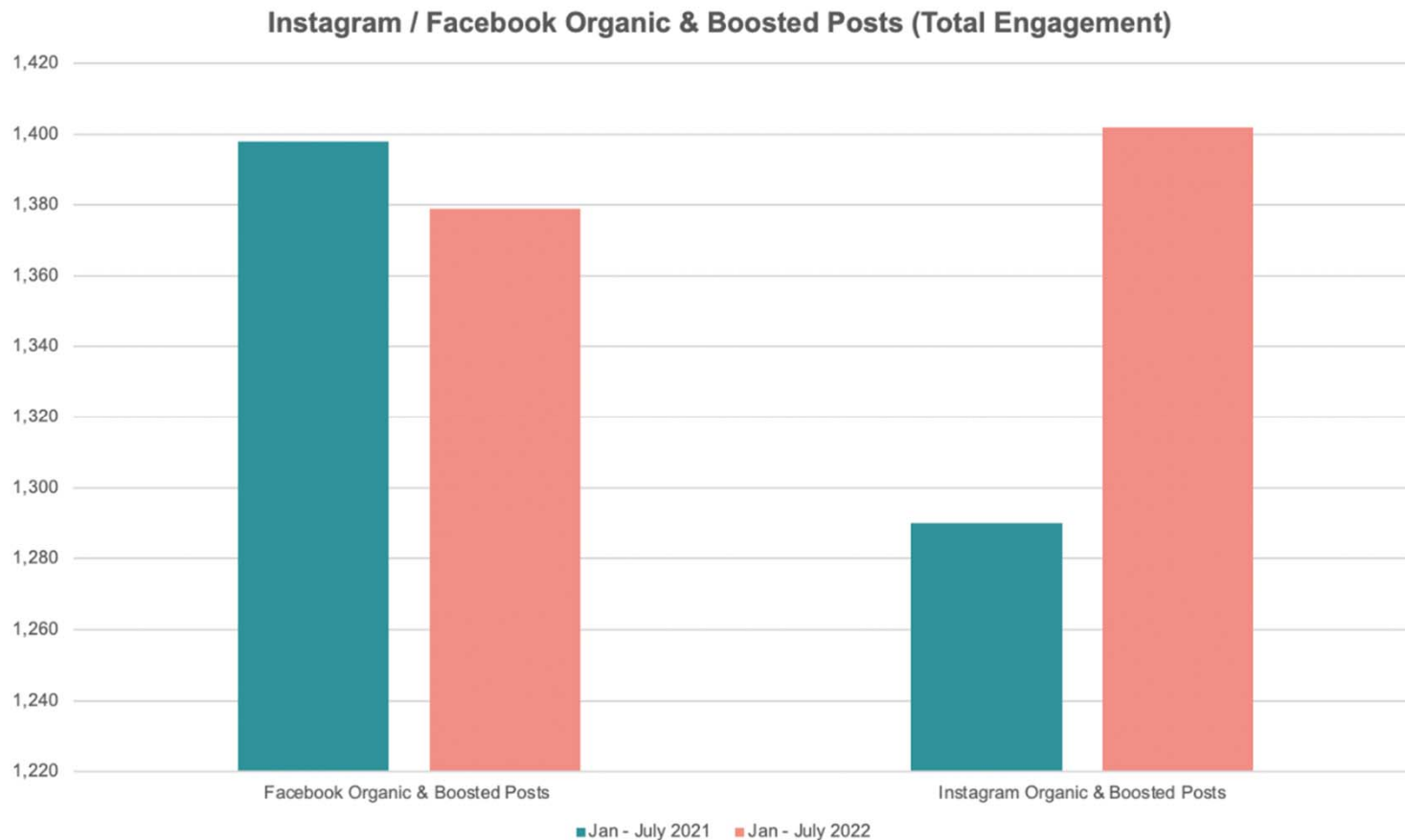
- Impressions: 1,230
- Unique visitors: 70
- Page views: 141

- **Twitter**

- Profile visits in a 28-day period in June: 152 (up 102.7%)

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

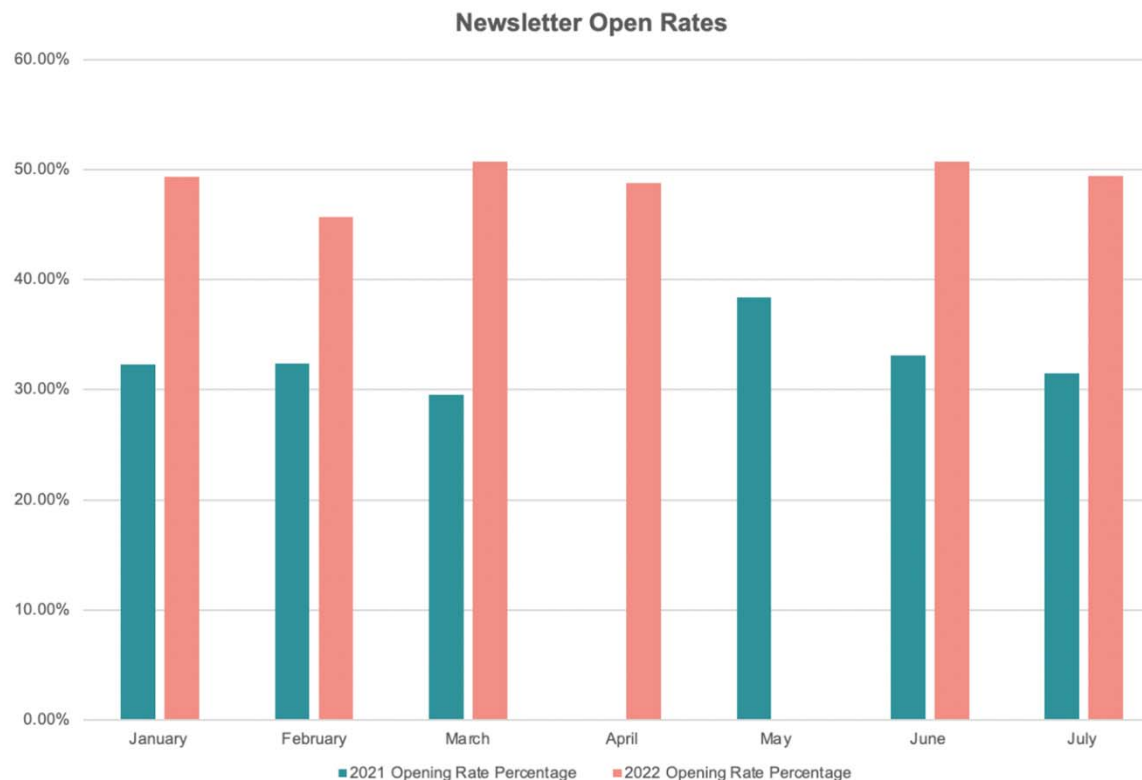
# Social Media: Facebook and Instagram Comparisons



*Social media engagement measures the public shares, likes and comments for an online business' social media efforts.*

# Email Newsletter

The District's email newsletter, which we create and distribute generally on a monthly schedule, has an average open rate of more than 49%, markedly higher than the industry average of 30%. Open rates also have increased this year compared to 2021



# Additional and Upcoming Activities

- Annual Consumer Confidence Report
- Monthly newspaper ads
- Bill inserts
- Monthly Ops meeting and additional meetings with staff as needed
- Creating interpretive signage at high-traffic District facilities
- Developing a system tour video
- Producing additional WaterSmart tutorial video

An aerial photograph of a suburban town. In the foreground, a winding road cuts through a green, hilly landscape. To the left, a small lake is nestled among trees. The middle ground shows a residential area with numerous houses and a golf course. In the background, a dense forest covers rolling hills under a clear blue sky.

Questions?