

Community Outreach & Communications

March 9, 2023 UPDATE



NOW RECRUITING! Junior Associate Board Members

Requirements:

INTERESTED IN LOCAL GOVERNMENT & CIVIC SERVICE?

Become a non-voting advisor to the Scotts Valley Water District Board of Directors

- 2-year term, December 2022-December 2024
 - Attend monthly evening meetings
 - Live, work or attend school in the Scotts Valley Water District Service Area
- Other requirements apply. Stipend available.

Learn more and apply by Oct. 31, 2022 at svwd.org.



SCOTTS VALLEY WATER DISTRICT svwd.org

Enroll in WaterSmart!

Stay informed about your water use and catch leaks quickly. **WaterSmart**, a free online platform, can help!

This is extra helpful because the District's leak adjustment program will sunset at the end of this year. Register with WaterSmart to ensure that you are notified if you have a leak.



SCOTTS VALLEY
WATER DISTRICT

svwd.org



Rainy season has arrived!

It's time to adjust your outdoor irrigation!

- Adjust your sprinkler timer. As temperatures decrease, your landscape watering habits should change too.
- Avoid watering your lawn after or before it rains!
- Utilize the free WaterSmart platform to track your water use:

www.svwd.org/WaterSmart

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WATER DISTRICT

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The District Offices will be closed 12/13/22 through 01/02/23 for the December holidays.



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.

WaterSmart Enrollment and Education

Enroll in WaterSmart!

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This is extra helpful because the District's leak adjustment program will sunset at the end of this year. Register with WaterSmart to ensure that you are notified if you have a leak.



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WATER DISTRICT

    svwd.org

- Encouraged enrollment through social media, advertising, newsletter content and a press release
- Promoted the WaterSmart tutorial video

Water Use Efficiency



Win Raffle Prizes!

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

Join the challenge at
svwd.org/Water-Saving-Challenge

The graphic features a blue background with a wavy pattern representing water. A green starburst shape on the left contains the text 'Win Raffle Prizes!'. Below the water pattern, the text 'SAVE WATER FOR A CHANCE TO WIN UP TO \$500' is written in bold blue letters. At the bottom, the text 'Join the challenge at svwd.org/Water-Saving-Challenge' is written in orange.

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

Scotts Valley Art, Beer & Wine Festival



- Created displays for the District's booth at the annual Scotts Valley Art, Beer & Wine Festival
- Shared information about the District's participation before and after the event

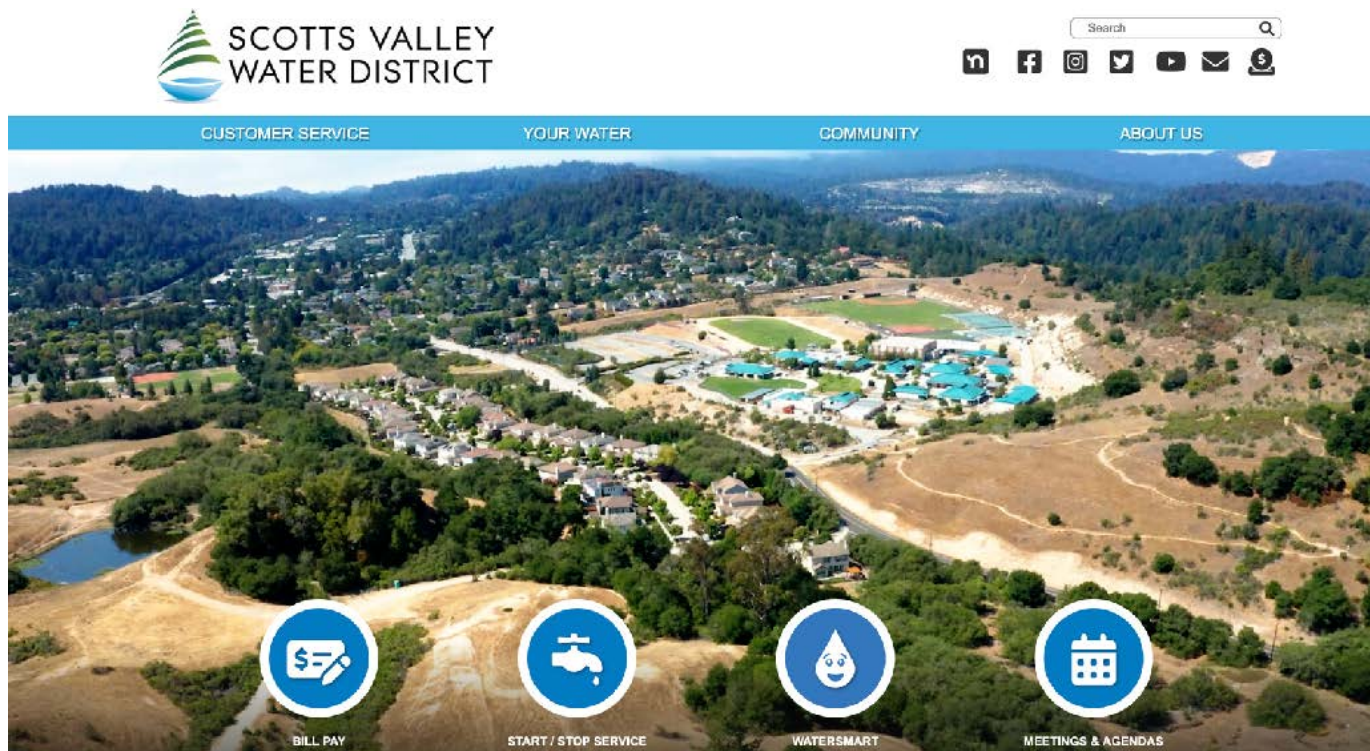
Operations Support

- Participated in a tour of District facilities to better understand operations and take photos
- Informed customers about ongoing day-to-day work that keeps the water system running smoothly
- Provided updates about other Operations activities as needed



Website Support

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



Social Media: Jul. 1, 2022 - Jan. 1, 2023

- **Instagram**

- Posts: 106
- Reach: 27,702
- Engagement: 1,434*

- **Facebook**

- Posts: 106
- Reach: 11,929
- Engagement: 464*

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

- Ads: 8
- Reach: 10,969
- Engagement: 265*

- **Nextdoor**

- Posts: 14
- Impressions: 4,402
- Thank yous: 18

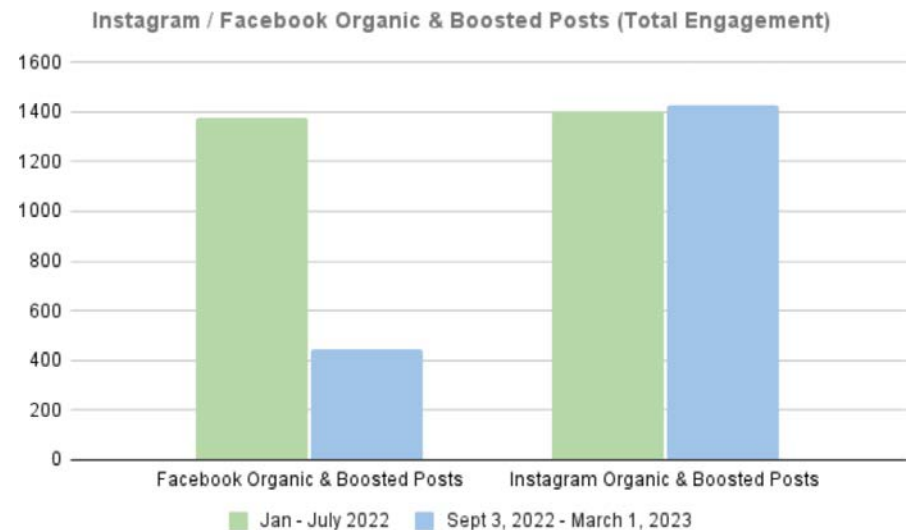
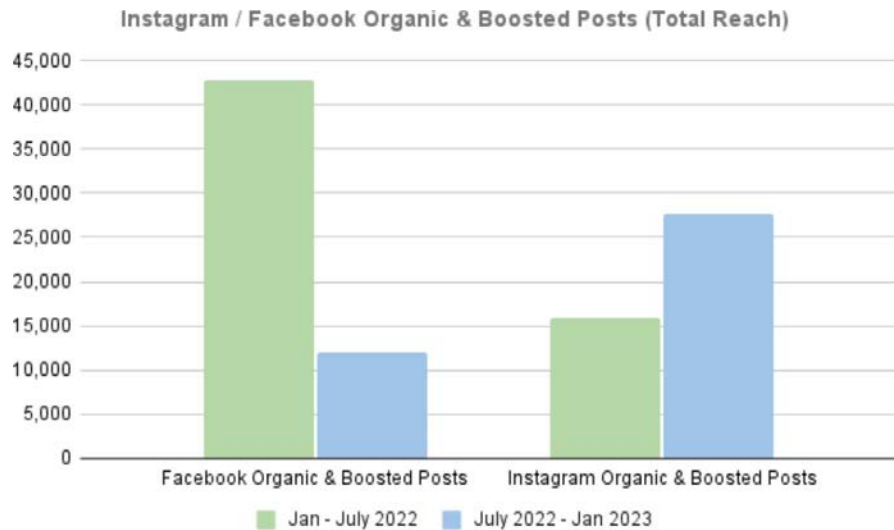
- **LinkedIn**

- Impressions: 929
- Unique visitors: 43
- Page views: 79

- **Twitter**

- Impressions: 4,319

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



REACH January - July (2021 & 2022)

	Facebook Posts	Instagram Posts
Jan - July 2022	42,916	15,905
July 22 - Jan 23	11,929	27,702
Total	54,845	43,607

ENGAGEMENT January to July 2022 and Sept 2022 to March 2023

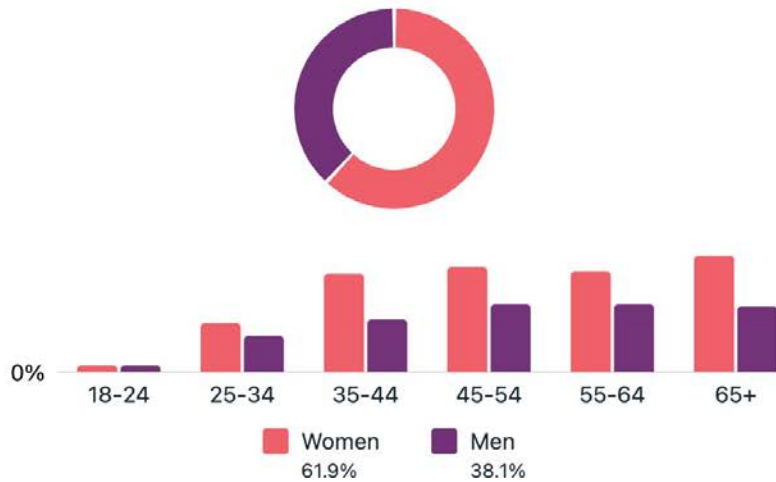
	Facebook Posts	Instagram Posts
Jan - July 22	1,379	1,402
Sept 3, 2022 - March 1, 2023	443	1,427
Total	1,822	2,829

Total Followers (Facebook and Instagram)

Facebook Page followers ⓘ

860

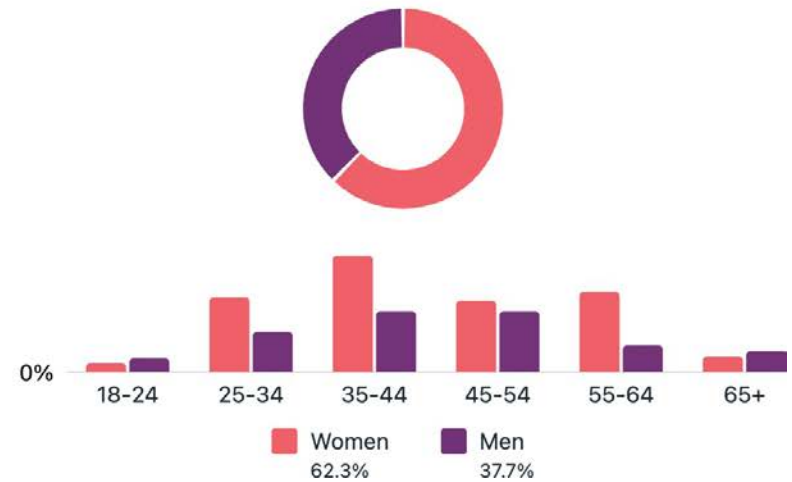
Age & gender ⓘ



Instagram followers ⓘ

509

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 49%, markedly higher than the industry average of 30%

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

January 2022	49.30%
February 2022	45.70%
March 2022	50.70%
March 2022 (2nd email)	53.30%
April 2022	48.80%
May 2022	N/A
June 2022	50.70%
June 2022 (2nd email)	49.30%

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
- Support outreach for District infrastructure projects
- Producing additional WaterSmart tutorial video



Questions
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