Public Outreach and Communications

March 14, 2019 Mid-FY Update
Review of Goals

Goals and objectives of public outreach and communications per the Scotts Valley Water District Strategic Work Plan FY 2019:

• 4.1 Engage the community to increase visibility of District activities and advance public awareness on water matters

• 4.2 Identify, develop and strengthen strategic alliances, both private and public
Specific Strategies

- Strategic counsel
- Press releases and media relations
- Newsletter
- Social media: Facebook, Instagram and Nextdoor
- Advertising and bill inserts
- Special projects
Newsletter and Social Media Update

- 3,664 subscribers
- Average newsletter open rate is 36% (very good)
- Facebook posts occur 3 or more times per week
- Facebook page “likes” up by 109% (July 1 – March 1)
- Instagram page launched Oct. 2018
- Nextdoor posts
Ads and Bill Inserts

- Design monthly Press Banner and Scotts Valley Times ads
- Create bill insert every other month
Special Projects

#1. Completed website evaluation and content overhaul to increase relevancy of digital content for customers through better narratives/storytelling
#2. Supported Santa Margarita Groundwater Agency through development of outreach materials

Flyer, Sticker & Display Boards
#3 Continued to evolve messaging and outreach related to water supply and growth in Scotts Valley.
#4 Created materials to support outreach at the Scotts Valley Art, Wine & Beer Festival

Display Boards
#5 Supported ongoing employee recruitment effort

Want to join an agile team that innovates and delivers vital services on behalf of a supportive community?

Check out Scotts Valley Water District, a regional leader in sustainable water management and a trusted source of high-quality water. If you seek and embrace change, believe in working and playing hard, and want to offer ideas and see them through, let’s talk!

Career tracks include water treatment and distribution, engineering, water use efficiency, utility billing, public finance and administration. Scotts Valley Water District is a high performance organization with a vision of converting problems to solutions. We nurture collaboration, strive for efficiencies and look for people who want to make a difference.

Visit svwd.org or facebook.com/svwater to learn more.

DIVE INTO A NEW CAREER!

NOW HIRING!
WATER FACILITIES WORKER (TEMPORARY)

Want to join an agile team that innovates and delivers vital services on behalf of a supportive community? The Scotts Valley Water District, a regional leader in sustainable water management and a trusted source of high-quality water, is looking for you!

NOW HIRING!
FINANCE & CUSTOMER SERVICE MANAGER

Scotts Valley Water District is a high-performance organization with a vision of converting problems to solutions. We nurture collaboration, strive for efficiencies and look for people who want to make a difference.

JOIN US! Position is open until filled. Learn more and apply:
svwd.org/about-district/career-opportunity
#6 Created outreach materials for Farmers Market

Display Boards
#6 Created outreach materials for Farmers Market

Rack Cards
#6 Created outreach materials for Farmers Market

Pull-up Banner, Plinko Game and Magnet
What’s Next for FY 2019

- Complete pocket guide of key District information for board members and others
- Increase reach of new District Instagram account
- Develop short videos on key subjects for use on the website, in social media and in the email newsletter
- Increase regional engagement via Santa Margarita Groundwater Agency role
- Continue support for Interagency Committee, including development of infographic
- Roll-out of AMI
- Consumer Confidence Report
Questions?