Community Outreach and Communications

August 8, 2019 Update
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.
i-Meter Rollout

Strategy: a sustained, multi-channel communications effort including:

- Bill insert
- Website content
- Email newsletter
- Social media posts
- Newspaper ads
- Letter to customers
Add’l i-Meter rollout strategies

- Display board for use at Farmers’ Market, posting in the Santa Margarita Board Room and other community events
- Press release
- Newspaper column/op-ed
- Video promo
Video Project

• Four informational, one-minute videos scripted and shot to promote key messages from SVWD
• Exclusively featuring SVWD staff and family for interview, acting and voice-over roles
• To be utilized on website, social media and presentations
Video #1: i-Meters
Video #2: Growth & Development
Video #3: Rebates
Video #4: High Water Pressure
Consumer Confidence Report

WATER QUALITY REPORT 2018

SCOTTS VALLEY WATER QUALITY MAKES THE GRADE

We Start with a Local Water Supply
Our drinking water comes from artesian wells located in the Santa Cruz Mountains.

We Test to Ensure Quality
The California Environmental Protection Agency mandates the water system be tested monthly for over 100 types of six contaminants, including bacterial, chemical, and radionuclide.

We Provide Advanced Treatment
Advanced treatment processes, including multi-barrier, activated carbon, and reverse osmosis, ensure a high-quality product. We provide a reliable water supply that meets or exceeds the highest drinking water standards.

How Constituents Are Measured

MILLIGRAMS per liter (mg/L) or parts per MILLION (ppm)
- 14 gallons
- One second in 1.5 days

MICROGRAMS per liter (µg/L) or parts per BILLION (ppb)
- 14,000 gallon pool
- One second in 386 years

NANOGRAMS per liter (ng/L) or parts per TRILLION (ppt)
- 14,000,000 gallon lake
- One second in 32,000 years
Employee Recruitment

NOW HIRING!

ADMINISTRATIVE OFFICE ASSISTANT

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!

Apply now! Visit svwd.org

SCOTTS VALLEY WATER DISTRICT
svwd.org  svwater

scottsvalleywaterdistrict We are hiring an office assistant! Learn more and apply on our website (link in profile). #workinwater #jobsinwater #werehiring #helpwanted #scottsvalleywater

Log in to like or comment.
Other Activities

- Press release: SVHS wins Save Our Water video contest
- Monthly email newsletters
- Social media posts: Facebook, Instagram and Nextdoor
- Newspaper ads
- Bill inserts
- Website content updates/refinement
- Inter-agency committee support
Questions?