i-METERS PUT YOU IN CONTROL

Use the new web portal and your mobile phone or computer to:

- View hourly usage history
- Avoid costly surprise water bills, thanks to leak detection alerts and high bill notifications
- Compare water consumption to similar-sized households
- Sign up to receive personalized tips on how to save water
- Rebates offered by the District
- Access billing statements

LEARN MORE:
svwd.org/customer-info/i-meters

SCOTTS VALLEY WATER DISTRICT
svwd.org • (831) 438-2363 • contact@svwd.org

NOW RECRUITING

- Year-long position, January-December 2020
- Attend monthly afternoon or evening meetings
- Reside or work in the District service area
- Age 18 or over
- Stipend available
- Application window closes Nov. 8!

SAVE MONEY WITH WATERSMART

Scotts Valley Water District’s new i-Meter program features a web portal to help you monitor water usage, be more efficient and save money.

SCOTTS VALLEY WATER DISTRICT PREPARES FOR PUBLIC SAFETY POWER SHUTOFFS

During the 2019 wildfire season, PG&E may turn off electricity in designated areas where extreme fire danger is forecasted, a precaution called Public Safety Power Shutoffs (PSPS). The Scotts Valley Water District has an action plan should we lose power, including stockpiling portable generators at critical facilities and managing vegetation around our facilities to reduce fire risk.

Learn more about what the District is doing and what customers can do to prepare at svwd.org/your-water/pssps

SEEKING YOUTH BOARD MEMBERS

SCOTTS VALLEY WATER DISTRICT
svwd.org

Community Outreach and Communications

February 24, 2020 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
• Press Banner news coverage
• Email newsletter
• Social media posts
• Newspaper ads
• Letter to customers
• Video promo
PSPS Outreach

- Shared information about PG&E’s Public Safety Power Shutoffs with customers
- Included details about the District’s preparation efforts and how customers can also be prepared
- Outreach included social media, email newsletter and a press release
Social Media

• Instagram followers have doubled since February 2019
• Average 3 Instagram posts per week, including photos contributed from operations crew members
• Facebook followers have increased by approx. 100 since February 2019
• NextDoor posts as needed
Recruiting/Promo for Community Members on Board Committees and Junior Associate Board Members

NOW RECRUITING!

INTERESTED IN LOCAL GOVERNMENT & CIVIC SERVICE?
Become a non-voting advisor to the Scotts Valley Water District Board of Directors

New positions available:
• Community Members on Board Committees
• Junior Associate Board Members

Requirements:
• Year-long position, January-December 2020
• Attend monthly afternoon or evening meetings
• Other requirements apply. Stipend available

Learn more and apply Oct. 18 – Nov. 8 at svwd.org

SCOTTS VALLEY WATER DISTRICT

svwd.org
Other Activities

- SVWD Mission, Values, Vision and Strategic Goals
- Census partnership
- Monthly email newsletters
- Monthly Newspaper ads
- Bill inserts
- Monthly Ops meeting and Project Status Update meeting
- Website content updates/refinement
- Inter-agency committee support
Roadmap: The Integrated Process for Development
— Guided by the Scotts Valley General Plan —

1. **STUDIES BY OWNER**
   - Technical studies and reports conducted

2. **ZONING**
   - Review of zoning rules
   - Zoning established in City’s General Plan

3. **RULES & POLICIES**
   - General Plan
   - Scotts Valley Water District/San Lorenzo Valley Water District
   - Scotts Valley Fire District
   - Scotts Valley Unified School District

4. **SUBMITTALS**
   - Project application to City
   - Water service pre-authorization

5. **AGENCY REVIEW**
   - Fire
   - Schools
   - City

6. **PUBLIC INPUT**
   - Public hearing and notice, if zone change, general plan change or special permits are requested

7. **PUBLIC REVIEW**
   - Documents available for review
   - Public hearing

8. **DECISION**
   - Review and decision by Scotts Valley Planning Commission
   - Review and decision by Scotts Valley City Council

9. **DEVELOPER FEES PAID**
   - Fire
   - Schools
   - Water
   - City

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**LEGEND**
- Public
- City of Scotts Valley
- Scotts Valley Water District/ San Lorenzo Valley Water District
- Scotts Valley Fire District
- Scotts Valley Unified School District

**SNAPSHOT**
- 11,945 Scotts Valley population
- 15,000 Projected max population
- 6,000 Gallons of water for residential use per person per day (SVWD)
- 66 Miles of pipeline, including potable and recycled water (SVWD)
- 2 Full-time fire stations serving 24 square miles
- 6 Vehicles providing fire, hazmat, rescue, disaster and EMS
- 2,445 Students at two elementary schools, one middle school and one high school
- 265 School faculty and staff

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**THE CITY** reviews and coordinates all proposed developments to ensure they follow the guidelines for land use and development established by the General Plan, and that the public has the opportunity to review and comment.

**THE FIRE DISTRICT** evaluates proposed developments to ensure there are enough fire stations, staff and equipment available to support the proposed development within the community’s maximum population build-out.

**THE SCHOOL DISTRICT** confirms they have classroom space and staffing to support the estimated number of students that would enroll in public schools as a result of the proposed development.

The water districts follow California Water Code and the Urban Water Management Plans which address long-term water supply planning. They review proposed development for compliance and adequacy of infrastructure capacity.
Questions?