

SCV WATER EVENT PARTICIPATION CRITERIA

Public Outreach and Legislation Committee

February 15, 2024



PURPOSE

The Communications Department participates in community events on behalf of the Agency to support SCV Water Strategic Plan **Strategy A.2.**

“Proactively communicate with and engage our community on water matters of importance to the region positioning SCV Water as a leading resource and reliable authority on water issues.”

NEXT STEPS

Staff will present current criteria in use when determining whether the Agency will participate in an event and ask Committee Members for input on establishing any additional criteria.

INFORMATION/SPONSOR BOOTHS

Objectives

Staff information booth with:

- Handouts
- Promo Items
- Resource Materials



WATER BOTTLE REFILL STATION

Requirements

- Potable Water Source (50')
- Prior Inspection
- Flat Surface
- Room for Canopy/Signage
- Consider Staff Time



SPONSORSHIP GUIDELINES

- Advance Public Policy
- Position SCV Water as a Leader
- Communicate Water Policy Issues
- Promote Educational Activities
- Support Water Awareness Programs
- Community Participation
- Mission, Vision and Values



PROPOSED EVENT PARTICIPATION CRITERIA

- Within SCV Water Service Area
- Level of Interaction with Customers
- Does Not Set Subjective Precedent
- Free or Pay to Attend?
- Fundraiser?
- Limit Non-Profit Organizations to Once per Year



REPORTING/MEASURING SUCCESS

- Materials Distributed
- Program Sign-Ups (QR Codes)
- Water Station Data
- Feedback from Attendees/Organizers



EVENTS

2023 Community Events

MAR	3/11. Free to Be Me Festival 3/18. JCI: Get Real 101
APR	4/20. CSUN Nursing Student Presentation 4/22-23. Cowboy Festival 4/29-30. KHTS Home and Garden Show
MAY	5/13. Placerita Nature Center Open House
AUG	8/12. Concerts in the Park – A Twist on Taylor 8/23. JCI Treatment Plant Tour
SEPT	9/1. Bridgeport Park Ribbon Cutting Ceremony 9/23. River Rally 9/30-10/1. Pow Wow Festival
OCT	10/5. Senior Fair 10/14. CAST for Kids 10/24. SCV PIO Luncheon
NOV	11/4. Touch a Truck – SCV Education Foundation 11/18. Light Up Main Street – City of Santa Clarita
DEC	12/2. Family Literacy Festival – City of Santa Clarita

Anticipated 2024 Events

MAR	JCI: Get Real 101
APR	4/20-21. Cowboy Festival 4/27-28. KHTS Home and Garden Show 4/30. CSUN Nursing Student Presentation
MAY	Placerita Nature Center Open House Free to Be Me Festival
AUG	Concerts in the Park JCI Treatment Plant Tour
SEPT	River Rally Pow Wow Festival
OCT	Senior Fair CAST for Kids
NOV	Touch a Truck – SCV Education Foundation Light Up Main Street – City of Santa Clarita
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