

DROUGHT COMMUNICATIONS

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PUBLIC OUTREACH & LEGISLATION COMMITTEE

NOVEMBER 18, 2021





OVERVIEW

- **DIRECT MAIL DIGITAL BOOST**
 - Mailer
 - Digital Boost Features & Ads
 - Campaign Stats
- **DROUGHT SURVEY**
- **OTHER OUTREACH EFFORTS**

MAILER



DROUGHT IS HERE. LET'S SAVE WATER TOGETHER!

Los Angeles County, including the Santa Clarita Valley, is experiencing an "exceptional drought" and it's set to be the driest year on record. Our governor has also declared a drought emergency for most counties across the state and is calling on all Californians to voluntarily save 15% of their water use compared to 2020.

The good news is that SCV Water is drought-ready! Our dedicated SCV Water team has always planned for the (un)rainy day. We've been hard at work implementing strategies for drought resilient water supplies and water-wise initiatives.

We've saved before, and we'll work together to do it again!



TOP 3 WATER-SAVING RESOURCES FOR OUR CUSTOMERS

We're here to help our customers reach the 15% savings target through a variety of resources and incentives.

WATER EFFICIENCY TIPS

We offer lots of step-by-step tips and easy to follow videos for saving water at home.

WATER REBATES

Take advantage of our rebate programs, including lawn replacement, smart controllers, high-efficiency irrigation equipment, drip irrigation conversion and more.

WATER-WISE LEARNING AND RESOURCES

Check out our virtual gardening classes and sign up for our Water Currents e-newsletter to receive drought updates. Also, earn a \$20 credit on your water bill while learning more about the drought and how to save water at home by taking the online WaterSMART Workshop.

DROUGHT-READY TIPS

Together we can take simple actions that add up to big water savings.

Be a leak detective and find and fix leaks, including water loss from irrigation runoff

Water between 2 and 6 a.m., no more than 3 days a week

Enjoy 5-minute power showers

Install WaterSense-labeled appliances and fixtures

Visit DroughtReadySCV.com to learn more.



SCV WATER IS DROUGHT READY

Through the years, SCV Water has invested in many water supply sources and strategies for drought-resilient water supplies to make sure our customers have enough water now and for years to come.



Participation in "water banking" means we have supplies stored and available in underground aquifers in Kern County, ready to withdraw in dry years such as this.

Our Water Shortage Contingency Plan proactively ensures adequate water supplies in the event of a shortage caused by a drought, earthquake, fire or other catastrophic event.

Our Groundwater Sustainability Plan and Urban Water Management Plan direct long-term resource planning to guarantee water supplies are available to meet future water needs.

SHARE HOW YOU'RE SAVING!

Our water-wise actions today mean we'll have enough water to meet our future needs. We'd love you to share your favorite water-saving tips with us on social media. All contributors will be entered to win a SCV Water Drought Ready kit filled with water-wise items.

Here's how: Share a post or story that features your water-saving tip or why saving water is important to you.

Tag us on Facebook or Instagram at @SCVWATER and include #DROUGHTREADYSCV

We may share your story with our followers!



HECHOS DE LA SEQUÍA 2021

¡Hemos guardado antes y podemos hacerlo de nuevo, SCV!

ACERCA DE LA SEQUÍA 2021

El condado de Los Ángeles, incluido el Valle de Santa Clarita, se encuentra en una "sequía excepcional" y se espera que sea el año más seco registrado. Nuestro gobernador también ha declarado una emergencia por sequía en la mayoría de los condados del estado y está pidiendo a todos los californianos que reduzcan voluntariamente el uso de agua en un 15% en comparación con 2020.

EL AGUA SCV ESTÁ LISTA PARA LA SEQUÍA

A lo largo de los años, SCV Water ha invertido en una cartera de agua diversa y en estrategias para suministros de agua resistentes a la sequía.

La participación en "banco de agua" significa que tenemos suministros almacenados y disponibles en acuíferos subterráneos en el condado de Kern, listos para ser retirados en años secos como el que estamos viviendo.

Nuestro Plan de Contingencia de Escasez de Agua asegura proactivamente un suministro de agua adecuado en caso de una escasez causada por una sequía, terremoto, incendio u otro evento catastrófico.

Nuestro Plan de Sostenibilidad del Agua Subterránea y el Plan de Gestión del Agua Urbana dirigen la planificación de recursos a largo plazo para garantizar que los suministros de agua estén disponibles para satisfacer las necesidades futuras de agua.

CONSEJOS PARA LA SEQUÍA

Juntos podemos tomar acciones simples que suman a grandes ahorros de agua.

- See un detector de fugas y encuentre y repare las fugas
- Riegue entre las 2 y las 6 a.m., no más de 2 días a la semana
- Distinto de duchas de alta presión de 5 minutos
- Instale electrodomésticos y accesorios con la etiqueta WaterSense

RECURSOS QUE AHORRAN AGUA

Estamos aquí para ayudar a nuestros clientes a alcanzar el objetivo de ahorro de agua a través de una variedad de recursos e incentivos.

Consejos para la eficiencia del agua: ofrecemos muchos consejos paso a paso y videos fáciles de seguir para ahorrar agua en casa.

Reembolsos por agua: aproveche nuestros programas de reembolsos que incluyen reemplazo de césped, controladores inteligentes, sensores de humedad del suelo y más.

Aprendizaje y recursos relacionados con el agua: consulte nuestras clases virtuales de jardinería y suscribase a nuestro boletín electrónico Water Current para recibir actualizaciones sobre la sequía.

Informe del desperdicio de agua

Visite DroughtReadySCV.com para encontrar recursos, reembolsos y consejos para ahorrar agua para su negocio y su hogar.



27234 Bouquet Canyon Road
Santa Clarita, CA 91350



With this QR code scan you can visit DroughtReadySCV.com and take our customer drought survey!

LET'S WORK TOGETHER TO SAVE WATER DURING THE DROUGHT!

This important drought mailer includes information in English and Spanish, on how you can save drought money. (Este importante anuncio sobre la sequía incluye información en inglés y español sobre cómo usted puede estar preparado para la sequía.)

WE'RE DROUGHT READY SCV!

SCV Water and the state of California are in the midst of a drought of epic proportions. While SCV Water has been planning and investing in water projects and strategies to make sure we can meet the needs of our community, we must all do our part to use water wisely.

We've developed this mailer for you – our valued customer. Inside you will find information on the drought, water-saving tips and tools to help you meet our 15% water-saving target and what we're doing to plan for the future.

We strive to be your go-to resource for the latest news on drought and our water supply. We invite you to stay in touch: Learn more about the drought and report water waste at DroughtReadySCV.com

SIGN UP FOR OUR E-NEWSLETTER

FOLLOW US ON SOCIAL MEDIA @SCVWATER

CALL 661-294-0828

EMAIL CCARE@SCVWA.ORG



DIRECT MAIL DIGITAL BOOST

WHAT IS IT?

An engagement tool that uses print and digital ads to reach customers

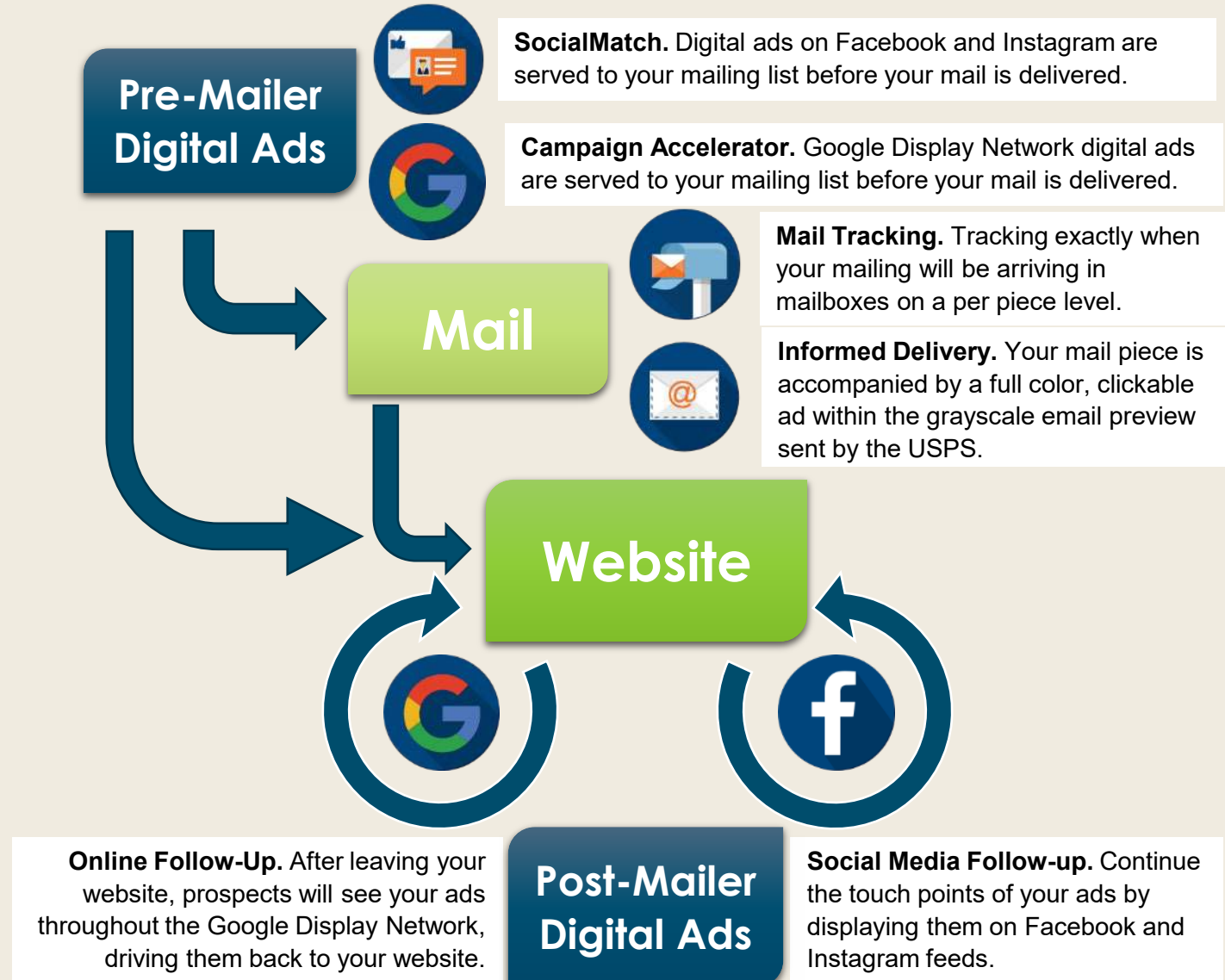
- Direct Mail + Digital Ads
 - 1 Direct Mail piece = 8-16 touches/campaign

HOW DOES IT WORK?

Customers receive direct mail and digital ads simultaneously. Multiple touch points increase awareness and potential for interaction.

- Campaign is tracked for 30 days (from date of mailing)
- Touch points (i.e. mailer, digital ad, website)

DIGITAL BOOST PROGRAM FEATURES



DIGITAL ADS



GOOGLE AD



GOOGLE AD



FACEBOOK AD



DIGITAL BOOST: CAMPAIGN STATS

DIRECT MAIL

Sent: October 6, 2021

Received: October 8, 2021

- Pieces mailed: 64,987
- Confirmed delivery: 64,170
 - Delivery rate: 99%

Content (English/Spanish) included:

- Current drought conditions
- Top water-saving resources
- Drought-ready tips
- SCV Water's Planning & supply investments
- Share how you're saving
- Drought survey (English/Spanish)

SCV WATER
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15% GOAL

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DIGITAL BOOST: CAMPAIGN STATS

DIGITAL

Campaign: Oct. 6 – Nov. 5, 2021

	DIGITAL ADS	ENGAGEMENTS (ad clicks)
Campaign Accelerator	127,465	517
SocialMatch	9,150	30
Social Media Follow-Up	15,210	44
Online Follow-Up	124,358	11
TOTAL	276,183	602

**UNIQUE WEBSITE
VISITORS
6,200**

Digital ads: 276,183

Mail pieces: 64,815

TOTAL CAMPAIGN ADS: 340,998



SURVEY RESULTS

The image shows a screenshot of a survey titled "SCV Water Drought Survey". At the top left, there are logos for "DROUGHT READY SCV" and "SCV WATER". The survey text includes an introduction from SCV Water and the state of California, explaining the current drought and the purpose of the survey. It mentions that customers who take the survey have a chance to win a "Drought Ready Kit" and provides contact information for the Customer Care team. The survey contains three main questions:

- Question 1:** "What is your awareness level of our current drought?" with radio button options: "Very aware", "Moderately aware", "Slightly aware", and "Not at all aware".
- Question 2:** "Which of SCV Water's water-saving resources have you taken advantage of? Please select all that apply." with checkboxes for: "Water efficiency videos for saving water at home", "Lawn replacement rebate", "Smart controller rebate", "High-efficiency irrigation equipment", "Other (please specify)", "Drip irrigation conversion", "Virtual gardening class", "Water SMART Workshop", and "I have not taken advantage of SCV Water's water-saving resources".
- Question 3:** "Which of SCV Water's water-saving resources would you consider participating in? Please select all that apply." with checkboxes for: "Water efficiency videos for saving water at home", "Lawn replacement rebate", "Smart controller rebate", "High-efficiency irrigation equipment", "Other (please specify)", "Drip irrigation conversion", "Virtual gardening class", "Water SMART Workshop", and "I have not taken advantage of SCV Water's water-saving resources".

- NEARLY 90 RESPONSES
- 95% "VERY OR MODERATELY" AWARE OF DROUGHT
- NEARLY 54% HAVE TAKEN ADVANTAGE OF ONE OR MORE AGENCY RESOURCES
 - Top responses: drip irrigation conversion and smart controller rebate
- CUSTOMERS REPORT WATER SMART HABITS
 - Full loads of laundry; turn off faucet when brushing; turn off sprinklers after rain; find/fix leaks
- RESOURCES THAT MOST WOULD CONSIDER USING:
 - Water-efficiency videos
 - Virtual courses





E-NEWSLETTER

- AVAILABLE IN ENGLISH AND SPANISH
- 17,000+ SENT
- OPEN RATE 36%
- TOP LINK – SURVEY
- TOTAL CLICK THROUGH – 214




OCTOBER 2021

BE DROUGHT-READY, SCV!


In this special edition of *Water Currents*, learn more about the status of our water supply, how to save water, as well as highlights on how we're doing our part to secure safe, reliable local water supplies for our community. Visit www.DroughtReadySCV.com for more information.




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SOCIAL MEDIA

SAVE WATER THIS HOLIDAY SEASON

Small changes while cooking and hosting this season add up

 **DROUGHT READY SCV** |  **SCV WATER**

DroughtReadySCV.com



DROUGHT READY SCV



SCV WATER

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MEDIA AND ADS

ONGOING DIGITAL AND PRINT ADS

- Signal
- SCV Magazine
- Social Media
- KHTS
- Targeted Online Ads
- Banners

MEDIA

- Op-eds
- Ongoing Response to Media Inquiries

