



December 16, 2021
REVISED

2021 Outreach Year in Review

Public Outreach and Legislation Committee

2021 OUTREACH YEAR IN REVIEW

- School Education Program
- Garden Classes
- Social Media
- Drought
- Digital Ad Overview
- Customer Care Campaigns
- Agency Planning Efforts
- PFAS
- Internal Engagement



School Education Programs

- Zoom or Google Meet
- Grade-specific curriculum
 - Conservation
 - State Water Project
 - Water Treatment
 - Water Quality
 - Water Cycle
 - Water Pollution
- Engaging activities
 - Live Guided Video Tour
 - Interactive Songs
 - Bingo
 - Ground Water Model Demo
 - Water Cycle Bracelet Craft
 - Q&A



Student Attendance

- 7,000 Elementary Students attended virtual presentations
- 199 Elementary Teachers enrolled



- 132 Environmental Science Students attended our virtual High School Summer Program



Free Live Virtual Classes for K - 6th Grade

Classes meet state curriculum standards



PROGRAM OVERVIEW

- **Format:** All classes are virtual and taught live by credentialed teachers
- **Class Length:** 30 minutes
- **Platform:** Zoom and Google Meet
- **Lesson features:** interactive and engaging activities, videos and discussions
- **Topics:** the water cycle, weather, water pollution, botany, water treatment and water quality
- **Optimal Class Size:**
Grades K-3: 10 students min / 30 students max
Grades 4-6: 15 students min / 35 students max

Outreach

- Email to SCV teachers
- 1,200 goodie bags to SCV elementary schools with promo items and program brochure



FREE VIRTUAL GARDENING CLASSES!

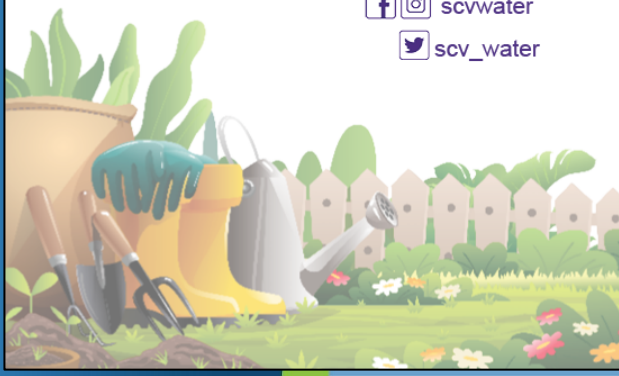
SIGN UP TODAY

All classes are on Saturdays from 9 to 11 a.m.

- JAN 22 **Proper Pruning**
- FEB 5 **Basics of Sustainable Landscaping**
- MAR 5 **Designing a Sustainable Landscape**
- APR 2 **Edible Landscaping - Growing In Ground, In Containers, and using Raised Beds**
- MAY 14 **Irrigation Basics for a Sustainable Landscape**
- JUN 11 **Managing Soils & Fertilizers in the SCV**
- JUL 9 **Controlling Weeds, Pests, and Diseases**
- AUG 6 **Top 30 Plants for the SCV**
- SEP 17 **Water-Saving Turf Care and Turf Substitutes**
- OCT 15 **Perennials and Natives for the SCV**
- NOV 5 **Maintaining a Sustainable Landscape**
- DEC 10 **Trees and Shrubs for the SCV**

All classes held are online so you can learn from the comfort of your own home!

To register, visit
yourscvwater.com/gardening-classes



GARDENING CLASSES

Outreach Tools

- Email approx. 20,000 addresses monthly
- Monthly press release
- Social media posts
 - Paid Signal partnership post
- Share schedule with community organizations
- Bill stuffer in January

Attendance Totals

- 2019 - 564 (24 classes)
- 2020 - 226 (5 classes)
- 2021 - 443 (12 classes)

The Next 60 Days


- January 22 - Proper Pruning
- February 5 - Sustainable Landscaping



SOCIAL MEDIA

2021 AT-A-GLANCE

- Audience grew by 10%
 - Instagram (Followers: 1,369)
 - Twitter (Followers: 1,088)
 - Facebook (Followers: 851)
 - LinkedIn (Followers: 368)
- Established Consistency
 - Post at least 6x week
 - 649 posts in 2021
- Several posts translated into Spanish


 SCV Water
Published by Tripepi Smith & Associates · August 19 · 🌐

[👉 para español 👈] It's no secret we are in another drought! All Californians are asked to voluntarily reduce their water use by 15% compared to 2020.



What does it look like to conserve 15%? Try setting your irrigation for 2 minutes less and take 5-minute showers.

For more tips and resources, visit <http://ow.ly/hxxo50FPbhe>
-... See more

See Translation



DROUGHT IS HERE.
Our goal: Save 15% water use over 2020!
Let's work together to save!

 **DROUGHT READY SCV** |  **SCV WATER**
DroughtReadySCV.com

YOURSCVWATER.COM

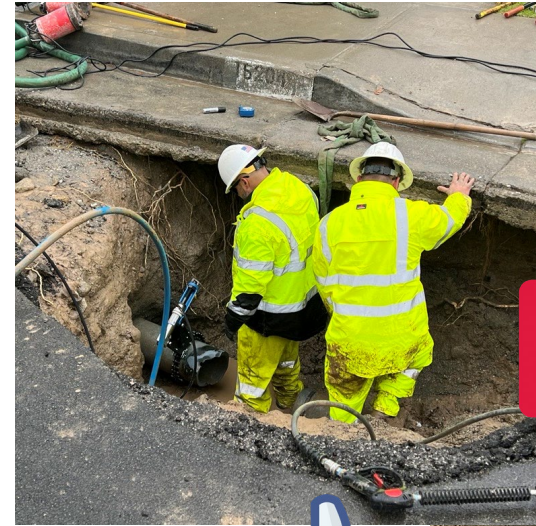
Total Engagements	453
Reactions	5
Comments	0
Shares	0
Post Link Clicks	440
Other Post Clicks	8



SOCIAL MEDIA

2022 Goals

- Increase engagement
 - High-quality content and videos
 - Feature staff and the work they do
 - Humanize the agency
- Create a consistent brand across all platforms
- Utilize NextDoor
 - Great for urgent/critical messages (Policy changes, important meetings/hearings, emergencies, broken water pipes, etc.)



DROUGHT - DIGITAL

WEBSITE

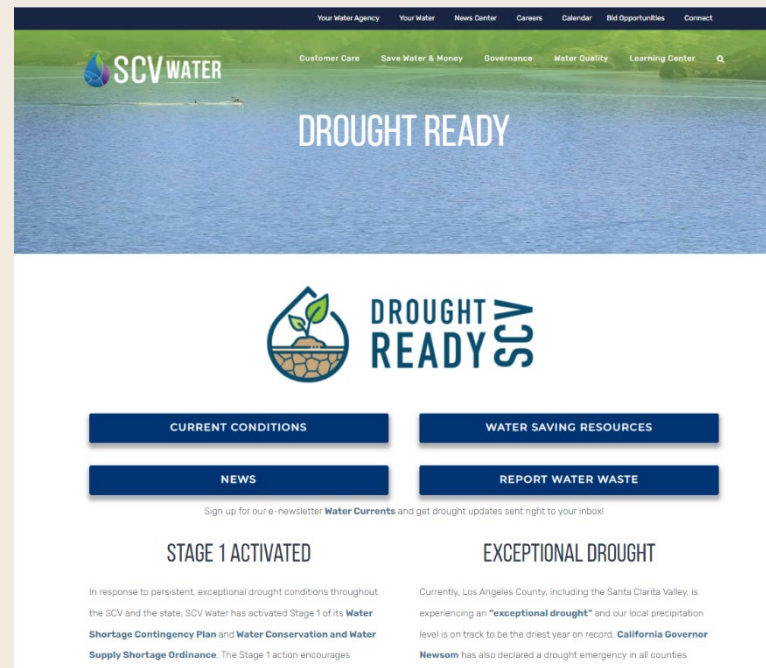
- DroughtReadySCV.com

EMAIL

- Special Edition Drought (quarterly - 3)
- Water Currents (monthly - 5)

SOCIAL MEDIA

- Agency – minimum 3 posts/week per platform (34 as of 12/18)
- Partner posts with The Signal



MEDIA RELATIONS

STORYTELLING

- Press Releases (2)
- Op-ed/news features (3)

PAID ADVERTISING

- Signal
- KHTS
- Spectrum
- InsideSCV and Magazine of SCV



Matt Stone | SCV Water Drought-Ready, Your Help Needed

SIGNAL CONTRIBUTOR SEPTEMBER 18, 2021 10:05 AM



Commentary



California is staring into the dusty, dry face of drought. Kern County, including the Santa Clarita Valley, is expected to see precipitation level is on track to be the driest year in decades. Breaking dry weather has taken hold of much of



26501 Summit Circle, Santa Clarita, CA 91350-3049

(861) 297-1600 | yourSCVwater.com

NEWS RELEASE
DATE: DECEMBER 7, 2021
FOR IMMEDIATE RELEASE

No State Water Project Water Supplies Allocated for 2022 SCV Water and Other Agencies Must Rely on Alternate Water Supplies

In an unprecedented decision spurred by the state's extreme drought conditions, the California Department of Water Resources announced a 0% initial allocation from the State Water Project for the upcoming year, reserving supplies for those contractors that can't meet basic health and safety needs in their service area. As SCV Water has alternative supplies that cover health and safety needs, this initial allocation means SCV Water and many other State Water Project Contractors cannot expect to receive any state water unless significant precipitation occurs, allowing DWR to revisit this decision.

In response to the drought, SCV Water implemented Stage 1 of the Water Shortage Contingency Plan in November. Customers have been asked to voluntarily reduce their water use by 15%.

"As we enter our third year of drought, this is a troubling, yet unsurprising development," said SCV Water General Manager Matt Stone. "Because our State Water allocation is set to zero, we will have to lean on our other non-State Water Project imported supplies as well as water we have stored in prior wet years in our groundwater banking agreements to use during drought times, and our available local groundwater to meet our customers' needs."

The SCV has been relatively insulated from some of the drought's more severe impacts so far, thanks to investments in a diverse water supply portfolio. While the State Water Project is a primary source of imported water, the Agency also relies on local groundwater, additional imported water supplies purchased to shore up local supplies, as well as water stored in water banks and surface reservoirs from previous wet years.

But it is not a bottomless supply.

"We are relying heavily on water we have stored in water 'banks' in Kern County. But we can only add to that savings account during wet years," said Stone. "As the drought stretches on, every gallon we withdraw from that bank today is a gallon that won't be available next year."

Stone added, "It is imperative to save now so that the water we have lasts through the drought. We won't run out of water this year, but if we deplete our stored water supplies, and next year is also dry, we are going to be in a tough spot."

The zero allocation is the Department of Water Resources' first estimate for 2022, and could change depending on the amount of rain and snowfall captured during the winter and spring. However, California's ongoing drought makes it extremely unlikely that SCV Water will receive anything close to the agency's full allocation. For comparison, in 2021, SCV Water received only 5% (4,760 acre-feet) of

OTHER EFFORTS

MARKETING MATERIALS

- Mailer w/ digital boost
- Fact Sheet

OTHER EFFORTS

- Drought Survey
- Paseo Banners



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.



THE NEXT 60 DAYS

- Focus on prohibited measures
- Op-ed addressing new development – est. distribution early January
- Drought mailer #2 – est. distribution mid-January
- Weekly drought videos on social media
- Preparing for WSCP Stage 2 activation



DIGITAL AD OVERVIEW

OUTLETS	AD DESCRIPTION	COSTS/MONTH
Signal	Web ads	\$2,750
	Daily email blast	\$1,750
	Facebook paid partnership (4 posts/mo)	\$1,800
KHTS	Web and daily email blast	\$3,000
Spectrum	Display Campaign	\$5,000
	Search Campaign	\$960
TOTAL MONTHLY COST OF DIGITAL ADS		\$15,620
TOTAL ANNUAL COST OF DIGITAL ADS		\$187,440

The Next 60 Days

- Continue focus on drought and conservation messaging
- Contract renewals are fiscal year



DROUGHT READY SCV.COM **Water SMART Workshop.com**

Learn and Earn \$20
DROUGHT IS HERE. EVERY DROP COUNTS!



DROUGHT READY SCV.COM

Get a \$150 Smart Controller Rebate

DROUGHT IS HERE. EVERY DROP COUNTS!



CUSTOMER CARE CAMPAIGNS

COVID-RELATED MESSAGING

- CA COVID-19 Rent Relief
- CA Water & Wastewater Arrearage Payment Program
- Sunset of late fees and shutoffs (12/31)

The Next 60 Days

- Arrearage Payment Program. Letter - January
- Late fees and shutoffs. Bill insert - January

Get 100% of
your rent and
utilities paid.

Apply Now: HousingsKey.com
or call 833-430-2122

The CA COVID-19 Rent Relief program is an
official State of California sponsored program.



LATE FEES AND WATER SERVICE SHUT-OFFS

to resume in early 2022*

We know the pandemic has created financial hardships for some customers, and we're here to help.



If this is you, and you've fallen behind on your water bill, please call the SCV Water Customer Care team at (661) 294-0828, so we can work with you to set up a payment plan. Paying your monthly installment along with current charges will avoid disconnection and help to avoid building up larger balances. Plus, late fees are waived for all active payment plans.

*unless extended by the State

WE ARE PLEASED TO OFFER THE FOLLOWING CONVENIENT PAYMENT OPTIONS:

Online Bill Pay

Visit yourSCVwater.com/customer-care

Phone Payment Line, available 24/7

- Newhall & Valencia: 844-350-4354
- Santa Clarita: 844-317-1856

In-Person

- **Customer Care lobby.** 24631 Avenue Rockefeller, Valencia 91355. We have safety measures in place, including plexiglass dividers and a hand sanitizing station.
- **External dropbox.** Located at our customer care lobby, available 24/7.
- **PayNearMe.** Bring your bill containing the barcode to pay with cash at participating 7-Eleven and CVS Pharmacy locations.

yourSCVwater.com/customer-care

OTHER RESOURCES

CA COVID-19 Rent Relief. If you are a renter or landlord, you may be eligible for 100% of past-due utilities through the COVID-19 Rent Relief Program. For more information and to check eligibility, visit HousingsKey.com.

YOURSCVWATER.COM



CUSTOMER CARE (cont.)

CONSOLIDATION

- Santa Clarita Customer Care move to Rockefeller (3/1)

The Next 60 Days

CUSTOMER BILLING UPGRADES (completion May 31, 2022)

- Santa Clarita - new billing system with new account numbers
- Newhall - new remittance address
- All legacy divisions - upgrade to new customer portal



**WE'RE
MOVING!**



EFFECTIVE

Monday, March 1, 2021

YOUR NEW CUSTOMER CARE LOCATION WILL BE

**24631 Avenue Rockefeller
Valencia, CA 91355**

(661) 294-0828 • yourSCVwater.com

WEBSITE

GOALS

- Convey message that we are a forward-thinking, best-in-class agency
- Customer-focused/people first design
- Inclusive and accessible - ADA compliant design
- Easy for staff to update



The Next 60 Days

- Developer - focus on design; provide mockups
- Staff - focus on content



PLAN-A-PALOOZA

SCV WATER PLANNING EFFORTS & PROJECTS

Water for Today & Tomorrow



Groundwater
Sustainability Plan



Urban Water
Management Plan



Water Shortage
Contingency Plan



Recycled
Water Planning



Rate Case
Planning



PFAS



Hazard
Mitigation Plan

PLUS:

- Engagement Gap Analysis
- Water Resilience
- AMI (Advanced Metering Infrastructure)
- Redistricting
- More!



PFAS

- Ongoing comms with new activity
 - Lab certification
 - Awards
 - Industry coverage
 - Construction

The Next 60 Days

- Update on Valley Center Well, and preview of projects next in line

CALIFORNIA WATER 2021
VENTURA COUNTY / NORTH LOS ANGELES COUNTY EDITION

SENATOR FEINSTEIN
State Water Champion
New Metropolitan Leader

Calleguas MWD Improving
Las Virgenes MWD Focuses
SCV Water District Tackles
L.A. County Public Works Leads

ADVERTISING SUPPORT
LOS ANGELES DAILY NEWS

Acting Fast to Safeguard Water Supply Santa Clarita Valley Water Agency Opens First PFAS Treatment Facility

By Elizabeth Smilor
Special Sections Writer

"Our top priority is our customers. We knew we needed to act fast and proactively to set up our internal strike team and strategies to address all aspects of the emerging PFAS issue."

Matt Stone
SCV Water
General Manager

Santa Clarita Valley Water Agency (SCV Water) is acting swiftly to address Per- and Polyfluoroalkyl (PFAS) contamination with a three-pronged approach: testing, treatment and transparency. The agency opened its first state-of-the-art PFAS treatment facility in October 2020 at the William S. Hart Baseball and Softball complex in Valencia and is hard at work on several more facilities to restore the groundwater quality in the Santa Clarita Valley.



Matt Stone

"Our top priority is our customers. We knew we needed to act fast and proactively to set up our internal strike team and strategies to address all aspects of the emerging PFAS issue," said SCV Water's General Manager Matt Stone. "We are thankful that taking quick action allowed us to develop treatment facilities and establish an onsite lab that will benefit our long-term water supply so that we can provide safe, high-quality water to thousands of Santa Clarita Valley residents."

SCV Water, which serves nearly 300,000 residents and businesses in a 195 square-mile service territory in Newhall, Valencia and Santa Clarita, is one of many water agencies facing new state and federal regulations regarding PFAS, a group of man-made chemicals found in food packaging, carpets and household products. The chemicals, many of which are no longer used in products manufactured in the U.S., have seeped into the groundwater in more than 2,000 communities.

About half of SCV Water's supply comes from groundwater and at one point 20 of 42 wells were taken offline due to PFAS contamination. Exposure to these chemicals may cause adverse health effects.

After thoughtful research, SCV Water moved quickly to build its first synthetic ion exchange adsorption (IX) treatment facility. The IX technology was selected as the most appropriate following analysis of the



INTERNAL ENGAGEMENT

- COVID-related
 - 17 employee emails (29 sent in 2020)
 - Tailgate meeting series (14 meetings in 3 days)
- The Pipeline Employee Newsletter
 - Quarterly issues
- Surveys

The Spec-taco-ler Taco Truck Tour





SCV
WATER

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