



NEWS RELEASE
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FOR IMMEDIATE RELEASE

SCV WATER AWARDED TWO BEST-IN-SHOW HONORS FOR COMMUNICATIONS INITIATIVES IN 2025

Conservation and Water Rates Campaigns Receive Top Prizes from California Association of Public Information Officials

As “Carl the Waterwise Hero” managed his home irrigation system from outer space, drawing applause from the crowd, SCV Water’s Communications team received its first “Best-in-Show” award of the afternoon from the California Association of Public Information Officials (CAPIO) at a ceremony in San Diego on Tuesday, May 12, 2026. In addition to earning the top prize for a video entry in its budget range, the Agency was also awarded a Best-in-Show for its comprehensive Proposition 218 Water Rates messaging in 2024-2025.

In recognition of its continued innovation, commitment to community engagement, and transparency in public information and communications, SCV Water also received three prestigious awards from CAPIO’s main awards program. The Agency took home EPIC (Excellence in Public Information and Communications) Awards for both the “Space Carl” and Proposition 218 campaigns, while earning an Award of Distinction (second place) for the 2025 Popular Annual Financial Report, or PAFR.

Best-in-Show winners are selected by CAPIO from the entire entry pool each year. A “Best-in-Show” designation is awarded to one video and one non-video entry for each budget category (Small, Medium, and Large). For the 2026 EPIC Awards program, SCV Water won two of the seven “Best-in-Show” honors bestowed.

CAPIO’s EPIC awards program recognizes the most creative and effective efforts in the areas of communication and marketing campaigns, newsletter production, photography, special events, writing, website development, and video production. Approximately 500 awards applications were submitted by CAPIO member organizations, which include city and county governments, special districts, water agencies and other public entities throughout California.

SCV Water received awards for projects completed in 2025, including:

- **Carl the Waterwise Hero** – Public Service Announcement (Consultant Supported)
- **Proposition 218 Water Rates Engagement** – Communications Campaign (In-House)
- **2025 Popular Annual Financial Report** – Annual Report

CAPIO is the leading organization in California dedicated to advancing public sector communicators across all levels of government. EPIC awards and Awards of Distinction are determined by judges from the Texas Association of Municipal Information Officers (TAMIO), a CAPIO sister organization.

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To view the “Carl the Waterwise Hero” video, visit:
<https://youtu.be/ZhLtKb3L3MY?si=11qjlE99YgHsyqMs>

About SCV Water:

The Santa Clarita Valley Water Agency (SCV Water) is a full-service regional water agency located in the Santa Clarita Valley. SCV Water provides water service to approximately 75,500 business and residential customers. It was formed on January 1, 2018, when local water suppliers combined into one integrated, regional water provider. More information can be found at yourSCVwater.com.

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