

COMMUNICATION & OUTREACH UPDATE

Board of Public Utilities

June 20, 2019



OUR FUTURE IN EVERY DRÖP

The Team

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Legislative Outreach
Coordinator

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Communications
Coordinator

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Community Outreach
Specialist



Our Mission



Advocacy

- Create Effective Change
- Engage Policymakers
- Build Awareness
- Develop Strategic Outreach Programs

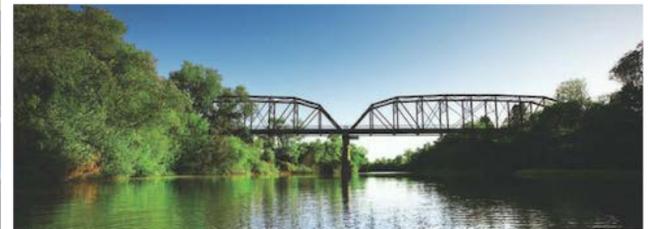
NOTIFICATIONS & ACTION ITEMS

[VIEW ALL](#)

JUN 5, 2019

OUTREACH ALERT: MEMBERS URGED TO JOIN COALITION, CONTACT LEGISLATORS OVER CONCERNS WITH PROPOSED FEE ON PUBLIC WATER SYSTEMS

ACWA's State Legislative Committee held an emergency meeting today and took an oppose-unless-amended position on AB 402 (Quirk), which would [...]



Hot Topics

- Low Income Water Rate Assistance
- Safe and Affordable Drinking Water



H₂O **HELP2OTHERS**

Outreach & Communication

- Building Trust
- Branding
- Community Outreach
- Regional Collaboration



WaterSmart

PROGRAMS AND REBATES

WaterSmart Check-up:

Get a free onsite check-up of your indoor and outdoor water use for your home, business, or multi-family residential sites.

Cash for Grass:

Conserve water by replacing the underutilized grass at your home or business with a low water-use landscape.*

Pre and post inspections required.



Irrigation Upgrade:

Schedule a pre-inspection to qualify for upgrades to your existing irrigation equipment, which may include pressure regulation, drip irrigation retrofit, high-efficiency sprinkler nozzles, spray bodies with pressure regulation and check valves, rain or weather sensor, and a water-conserving controller.



srcity.org/watersmart

water smart
MAY EXPO
22 5:00-8:30PM
DOWNTOWN SANTA ROSA
OLD COURTHOUSE SQUARE
WEDNESDAY NIGHT MARKET

Santa Rosa WATER

Free weekly water recommendations

water smart

srcity.org/watersmart | 707.543.3466



OUR FUTURE IN EVERY DRÖP

water smart FREE WORKSHOPS

CASH FOR GRASS WORKSHOP

Learn a simple and effective way to transform your lawn into a beautiful low water-use landscape and convert overhead spray irrigation to an efficient drip irrigation system.

Session One: Part 1: Tues., April 5, 2-4pm
Part 2: Tues., April 12, 2-4pm

Session Two: Part 1: Tues., April 5, 6-8pm
Part 2: Tues., April 12, 6-8pm

You must be a City of Santa Rosa Water customer and attend BOTH classes in order to qualify for a rebate.

PLANT SELECTION WORKSHOP

Learn how to select drought tolerant and native plants for your landscaping project from a Master Gardener. This workshop will include general design concepts and appropriate plant selection.

Tues., April 19, 6-8pm

Location for All Workshops:

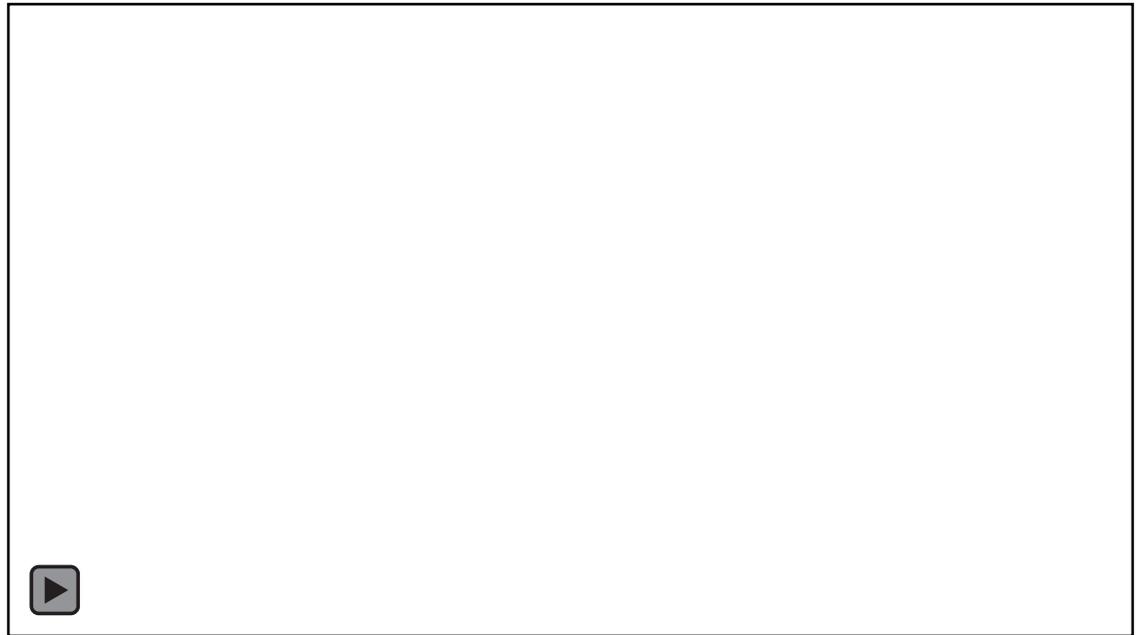
SR Water's Utilities Field Operations Building
35 Stony Point Road, Santa Rosa

Pre-registration is required for all workshops:
santarosarec.com or (707) 543-3737



srcity.org/watersmart

Take It From TAP!



Sewerman



HELP ME FIGHT THE CLOG!

SEWERMAN SAYS:
"REMEMBER THE 3 P'S ...
PEE! POO! PAPER!
NOTHING ELSE DOWN
THE DRAIN! EVER!"

VISIT!
SRCITY.ORG/SEWERMAN

58 x 18.58 in



CAN'T FLUSH THIS!

STOP, CITIZEN!
THERE'S NO SUCH THING AS A 'FLUSHABLE' WIPE! THEY NEVER BREAK DOWN AND CAN CREATE ...

THE CLOG!
THROW ALL WIPES IN THE TRASH!



GREASE IS GROSS!

NEVER PUT GREASE, OILS, OR BUTTER DOWN THE SINK, OR YOU RISK CREATING ...

THE CLOG!
REMEMBER, FRIENDS:
CAN IT!
CHILL IT!
CHUCK IT!



JUST SAY NO!

USE A SAFE MEDICINE DISPOSAL DROP-OFF BIN! TO FIND A BIN NEAR YOU, VISIT ...

SAFEMEDICINEDISPOSAL.ORG

Creek Stewardship

Creek Stewardship Calendar

		VIEW ALL
JUN 29	JUL 6	AUG 3

[Whitewater Rodeo on Santa Rosa Creek \(ages 5 to adult\)](#)

Build a toy boat and race it down the shallow rapids. Laughs and prizes, everyone is a winner! Wear shoes that can get wet (no sandals). Don't have time to build a boat? Materials and assistance will be available that morning to craft your own vessel.

[First Saturday Cleanup on Prince Memorial Greenway \(ages 5 and up\)](#)

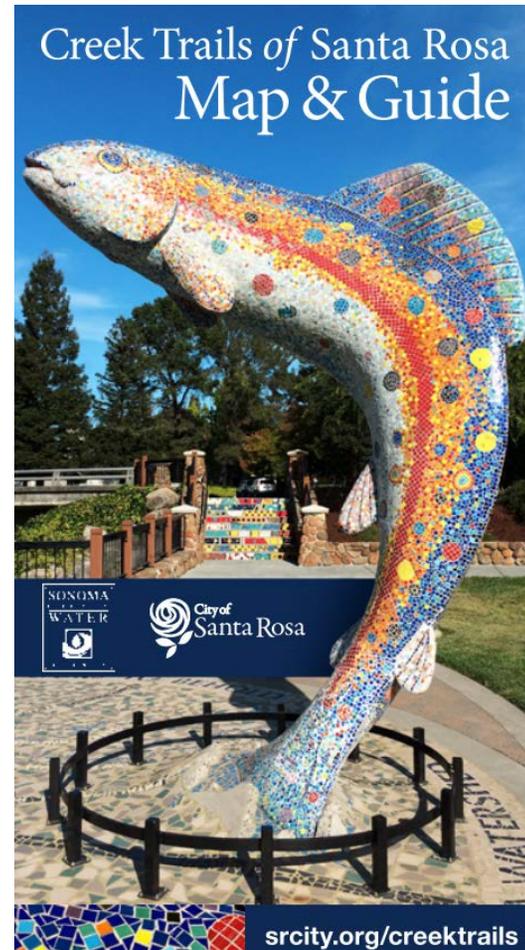
On the first Saturday of every month, help take care of Santa Rosa Creek in the heart of downtown. The Greenway provides a home for river otter, kingfishers, steelhead trout as well as parks, public art, and recreation. Visit www.firstsaturdaycleanup.org for more information.

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[Learn How to Become a Creek Steward](#)



Outreach

- Social Media
- Print, Digital, and Radio
- Website
- Community Events



Social Media

2,332 Facebook Followers | 986 Instagram Followers

Facebook Posts

117

Posts

162,355

Impressions

5,550

Engagement

of times your post entered a persons screen

of people who click, like, comment, or share your post

Facebook Events

11

Events

50,217

Reach

1,758

Responses

of times your event enters a persons screen

of people interested or going to your event



Outreach Ambassadors



EMPLOYEE Spotlight

Meet Bonnie

POSITION

Wastewater Operator II

TIME WITH SR WATER

6 years

DESCRIBE YOUR JOB

Operate equipment at the Laguna Treatment Plant to clean Santa Rosa's wastewater.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB?

Understanding and managing complex, interacting systems to meet treatment process goals.



#WeAreCAWater #CAWaterWeek #SantaRosaWater



EMPLOYEE Spotlight

Meet Pedro

POSITION

Utilities Systems Operator

TIME WITH SR WATER

3 years

DESCRIBE YOUR JOB

Maintain and repair water and wastewater systems.

WHAT DO YOU LIKE MOST ABOUT YOUR JOB?

Being able to contribute to the city I call home, alongside a great team of professionals.



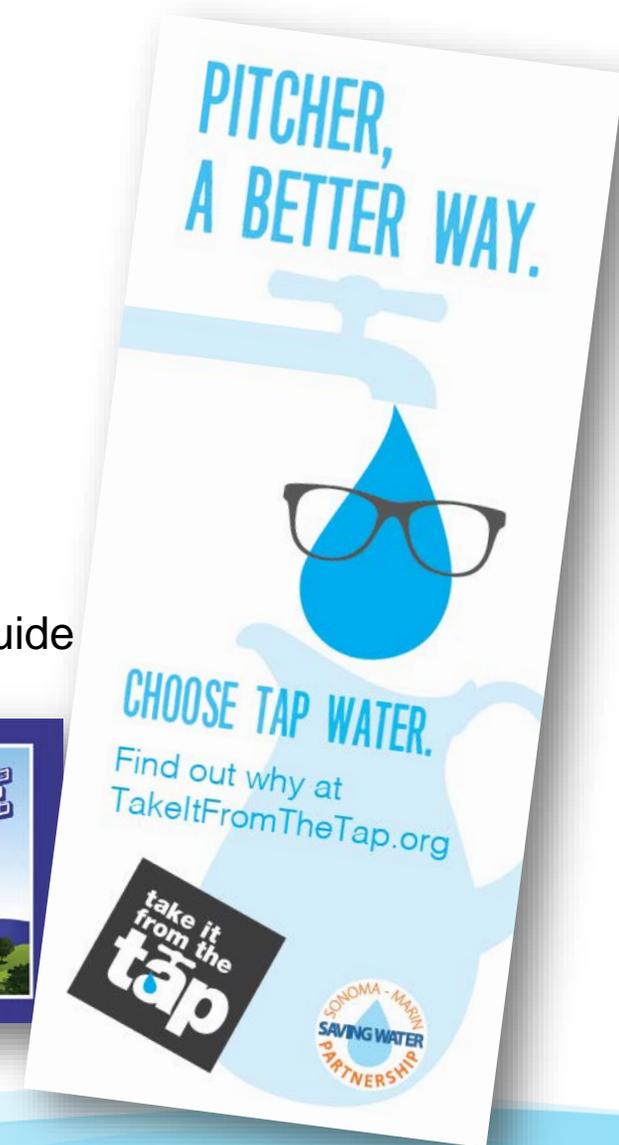
#WeAreCAWater #CAWaterWeek #SantaRosaWater

Print, Digital, and Radio

- City Connections Newsletter
 - 67,821 Subscribers
- Water Bill Inserts
 - 44,000 Customer Accounts
- Print & Digital Advertising
 - Press Democrat/Go Local/Sonoma Family Life/Activity Guide
- Wine Country Radio
 - Reach: Sonoma County and parts Lake and Napa Counties



OUR FUTURE IN EVERY DRÖP



Website

- 114,351 Page Views
- 1:18 Average Time on Page



Community Events

2018-2019

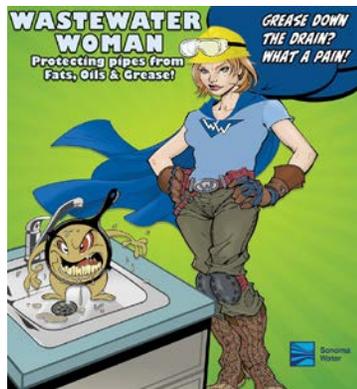
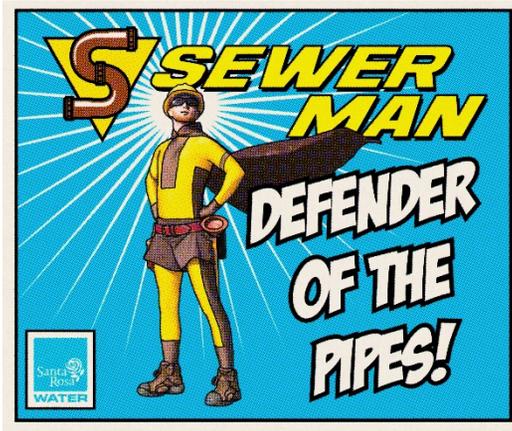
- Water Events – 14
- Hydration Station Events – 28
- Creek Cleanups – 22
- Workshops – 13



OUR FUTURE IN EVERY DROP

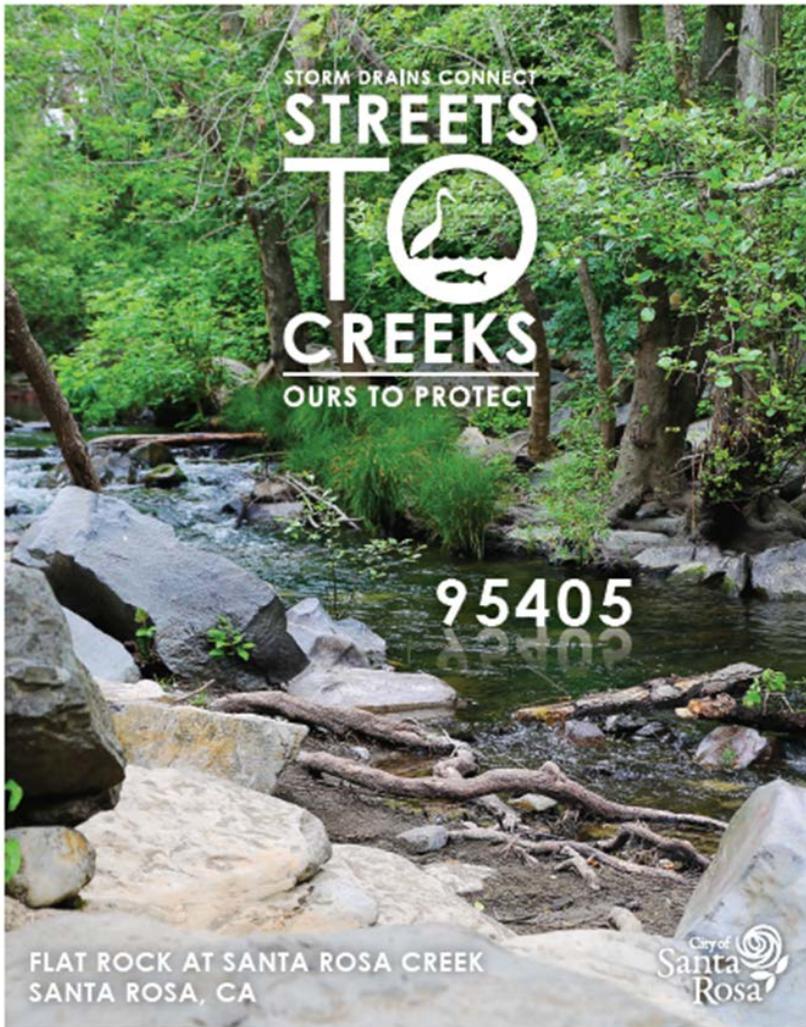


Sewerman & Wastewater Woman Team up...



to battle the CLOG!

Streets to Creeks



STREETSTOCREEKS.ORG



STREETSTOCREEKS.ORG

Contact Us

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srcity.org/water