



Community Education
Campaign
Fall 2020 – Spring 2021

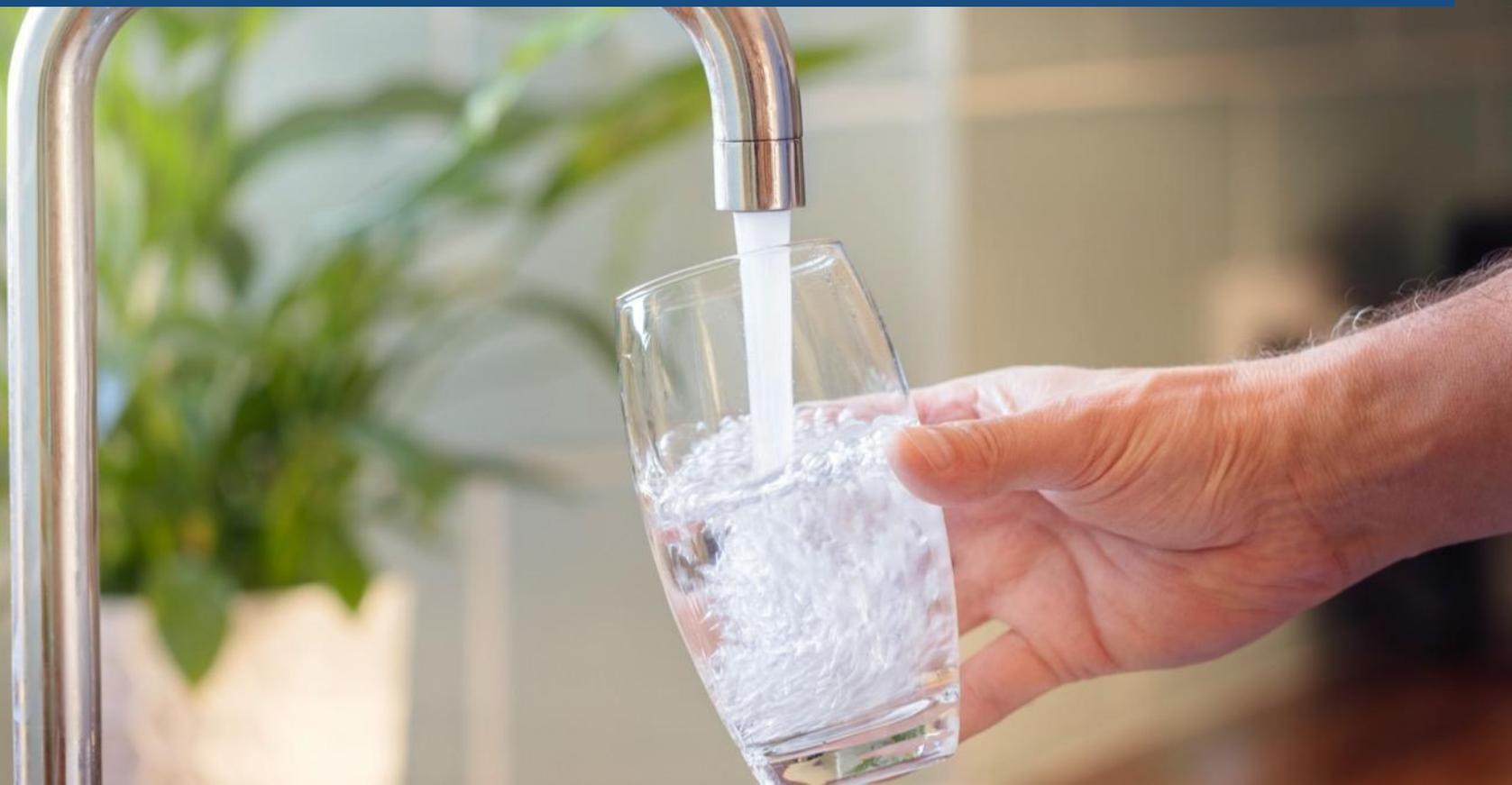


GOAL

Community Awareness



Water



Infrastructure



Environment



STRATEGY

Compelling Content



Critical Infrastructure



Public Health & Safety



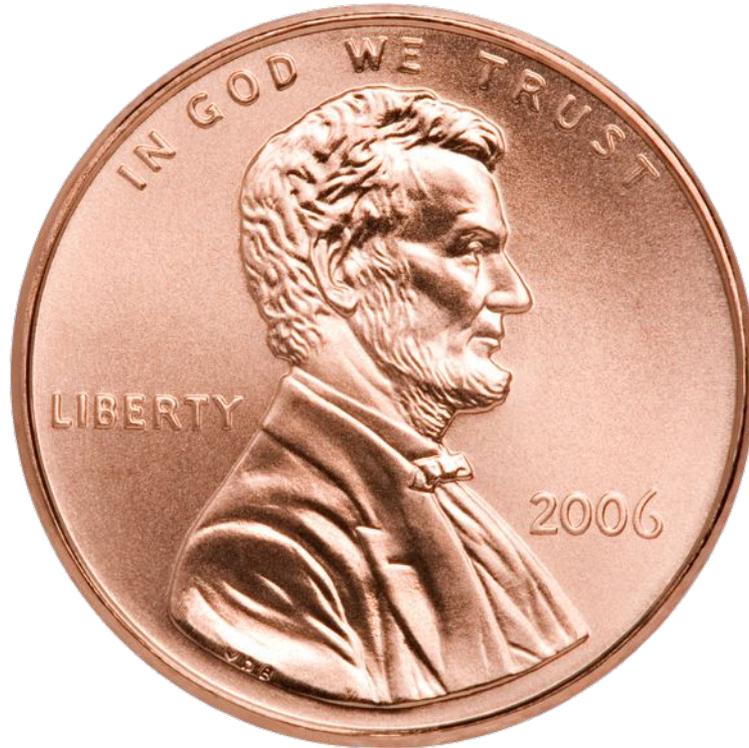
People & Process



Customer Service



Fiscal Responsibility

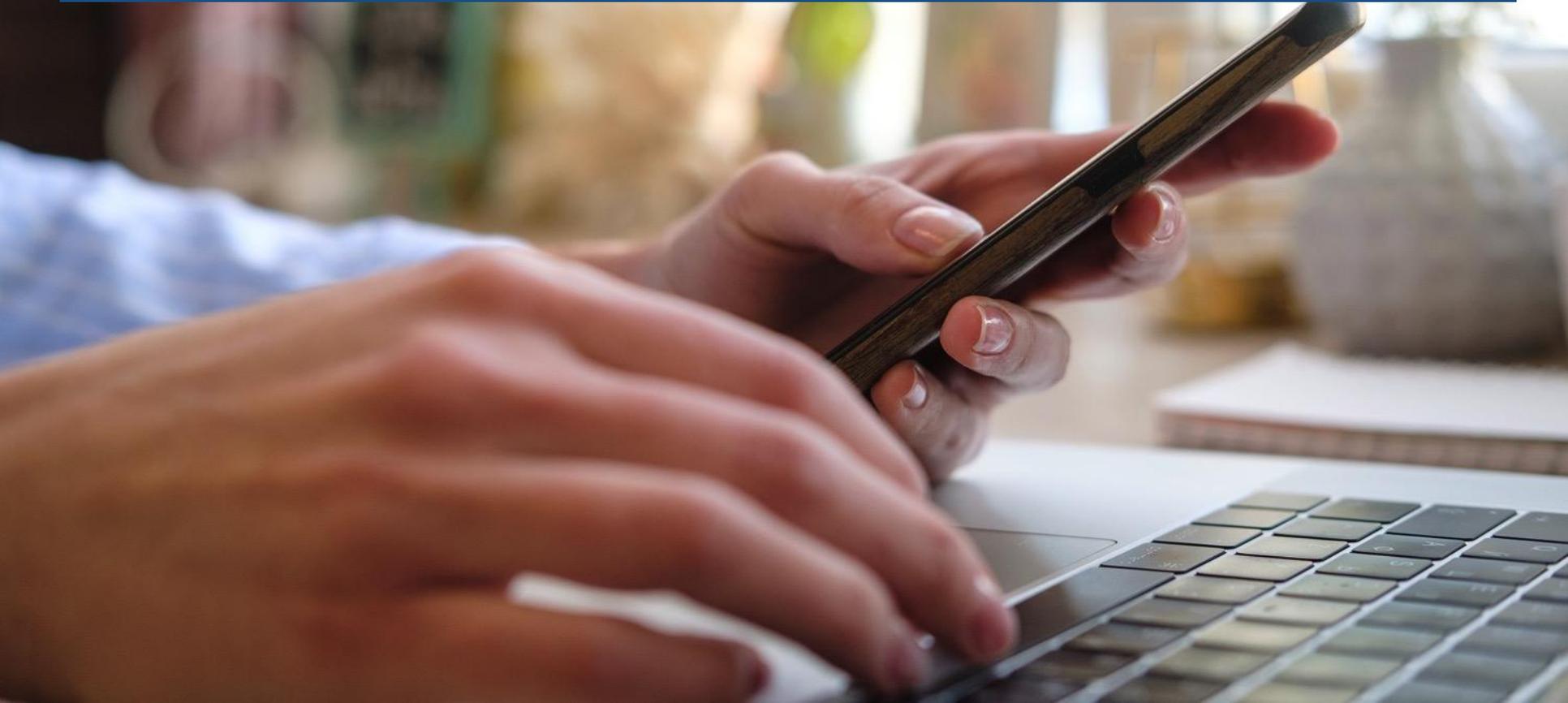


OBJECTIVE

Reach & Frequency

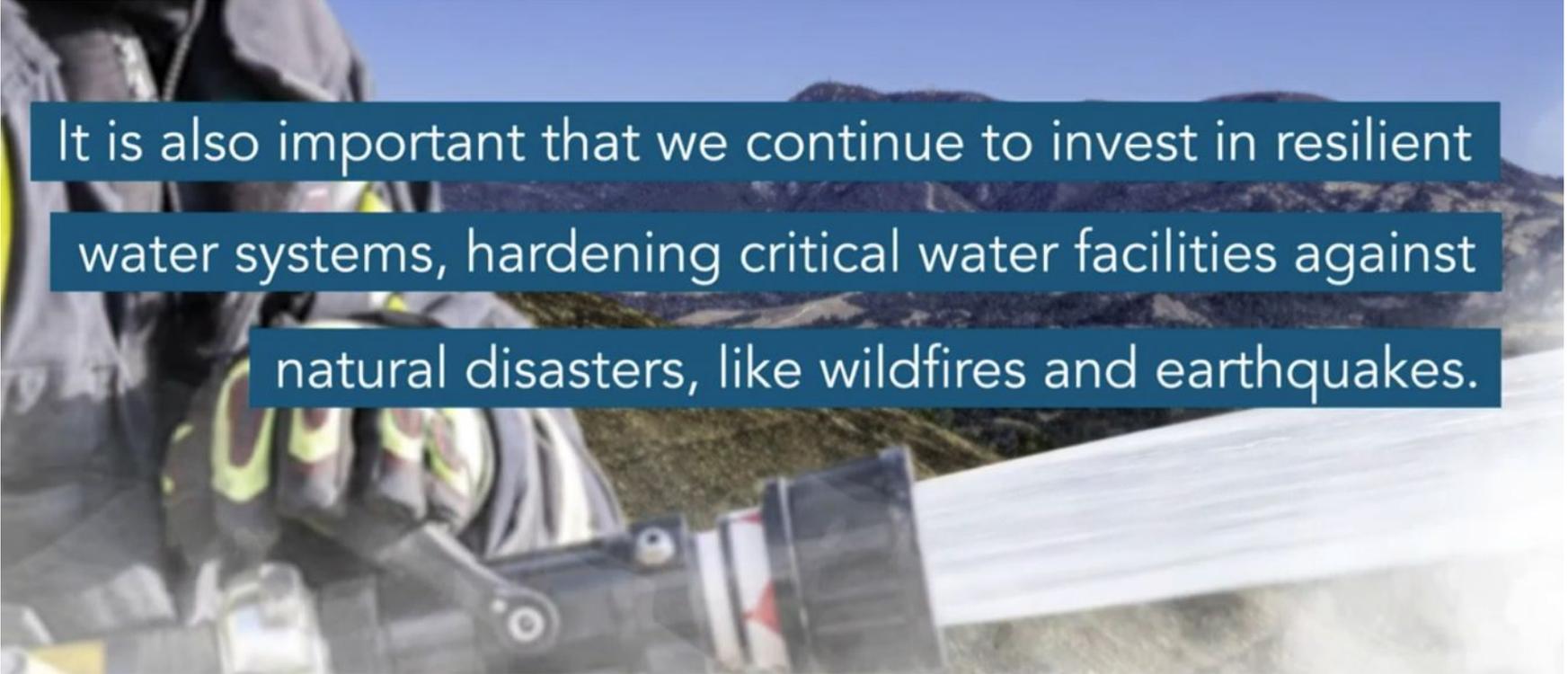


Monitor Engagement



TACTICS

Strong Messaging

A firefighter in full gear is shown from the chest down, holding a hose that sprays a powerful stream of water. The background features a clear blue sky and a range of mountains. The scene is captured from a low angle, emphasizing the power of the water stream.

It is also important that we continue to invest in resilient water systems, hardening critical water facilities against natural disasters, like wildfires and earthquakes.

Beautiful Visuals





THE VALUE OF WATER

PART 1:
GET TO KNOW YOUR WATER
& OUR WATERSHED



Digital Outreach



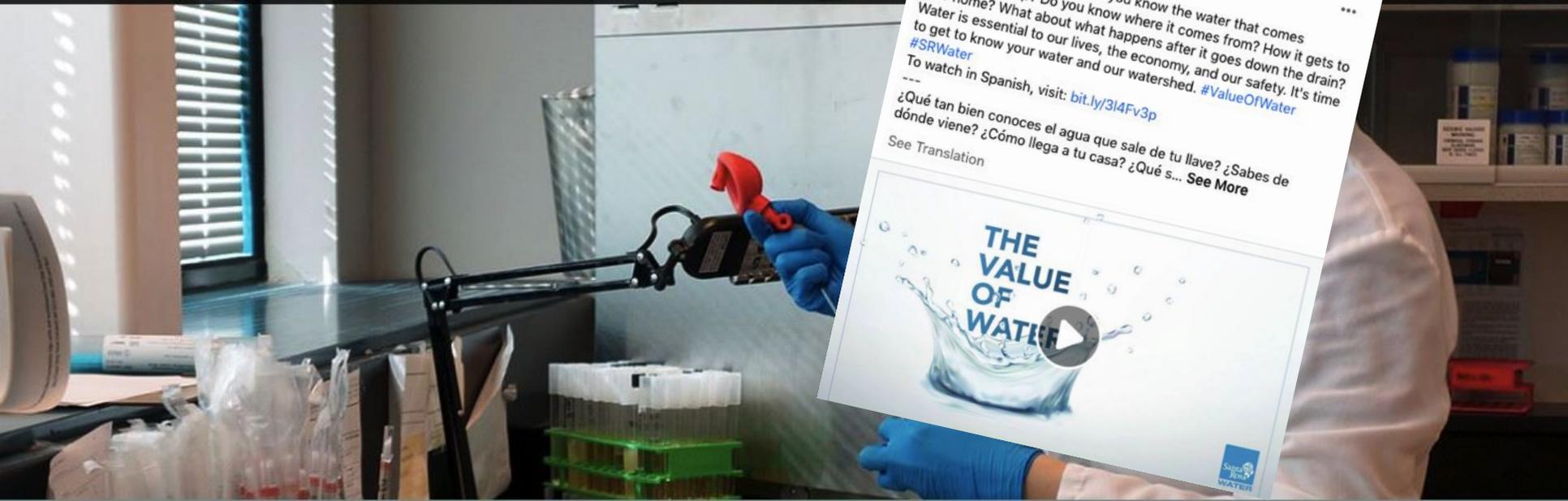
Search

ABOUT US

MY WATER BILL

WATERSMART CENTER

RESOURCES



Santa Rosa Water
November 5 at 4:20 PM · 🌐

[Español abajo] How well do you know the water that comes through your tap? Do you know where it comes from? How it gets to your home? What about what happens after it goes down the drain? Water is essential to our lives, the economy, and our safety. It's time to get to know your water and our watershed. #ValueOfWater #SRWater
To watch in Spanish, visit: bit.ly/3I4Fv3p

¿Qué tan bien conoces el agua que sale de tu llave? ¿Sabes de dónde viene? ¿Cómo llega a tu casa? ¿Qué s... See More

See Translation

THE VALUE OF WATER

Spanish Outreach

EL
VALOR
DEL
AGUA



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THE
VALUE



Customer Support Outreach

- Help2Others Water Bill Assistance
- WaterSmart Tools
- Leak Detection



Communication Schedule

- Phase 1 Outreach: Oct – Feb
 - The Value of Your Water
- Phase 2 Outreach: Mar – May
 - Understanding Your Water Rates

Phase 2 Strategy

- Understanding Your Water Rates
 - Planning & Expertise for Rates
 - Rate Analysis
 - Cost Reduction Strategies

Questions