

This presentation premiered at WaterSmart Innovations

watersmartinnovations.com



**Everyone Has A Good Idea ...
Which One Do You Implement?**

WaterSmart Innovations

October 2016

**Have we looked
into this program?**



**I think we should
implement this
program.**

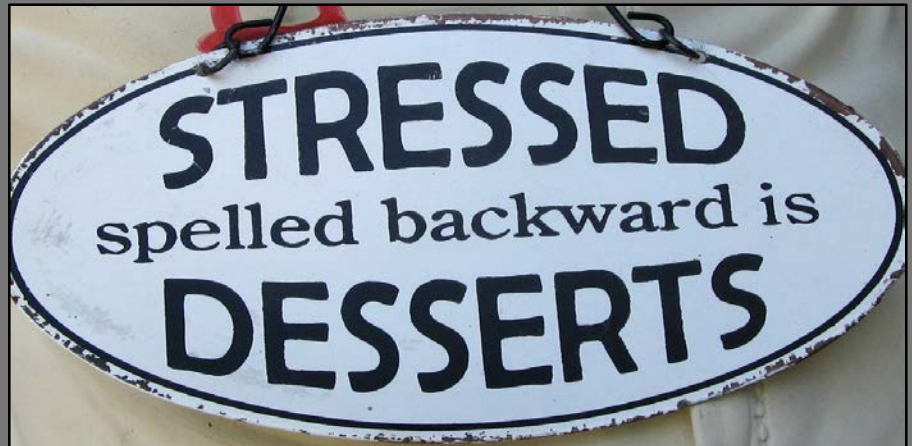
**Let's tackle this
project.**

**This is a great idea
... let's make this
happen.**

I'm too busy to
tell people how
busy I am.



someecards



Castaic Lake Water Agency by the Numbers

Formed: 1962

Service Area:
195 square miles

Population: 280,000

Water Demand:
70,000 AF

Imported Water Supply:
Half of SCV demand



Castaic Lake Water Agency Outreach Environment

2009-2012

Consultant-led campaigns

2008

Staff-led campaign

2013 – present

Staff-led campaigns



Put Your Water to Work.

Running your faucet for **5 minutes** uses the same amount of energy as having a 60 watt light bulb on for **14 hours.**





Santa Clarita Valley
Family of Water Suppliers
www.SCVh2o.org

Brought to you by the Santa Clarita Valley of Water Suppliers

2008



**LESS
LAWN,
MORE
COLOR**

Find out how.


CASTAIC
LAKE
WATER
AGENCY

2016

Getting the Ball (and Ideas) Rolling

Outreach (2008 – 2012)

- Staff brainstorming meetings
- Consultant driven



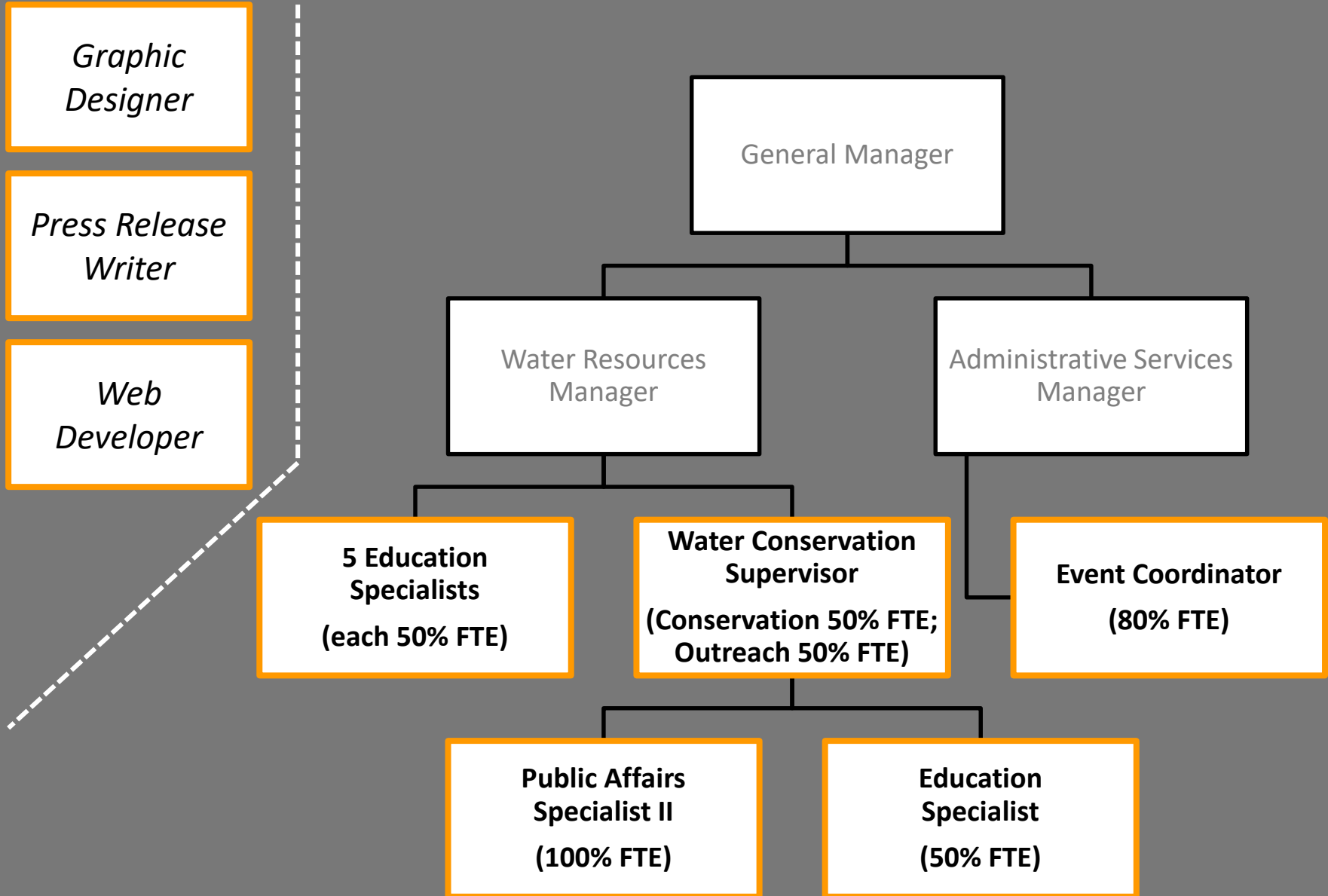
Getting the Ball (and Ideas) Rolling

Outreach (2013 – present)

- Monthly informational outreach meeting
 - Consultant support



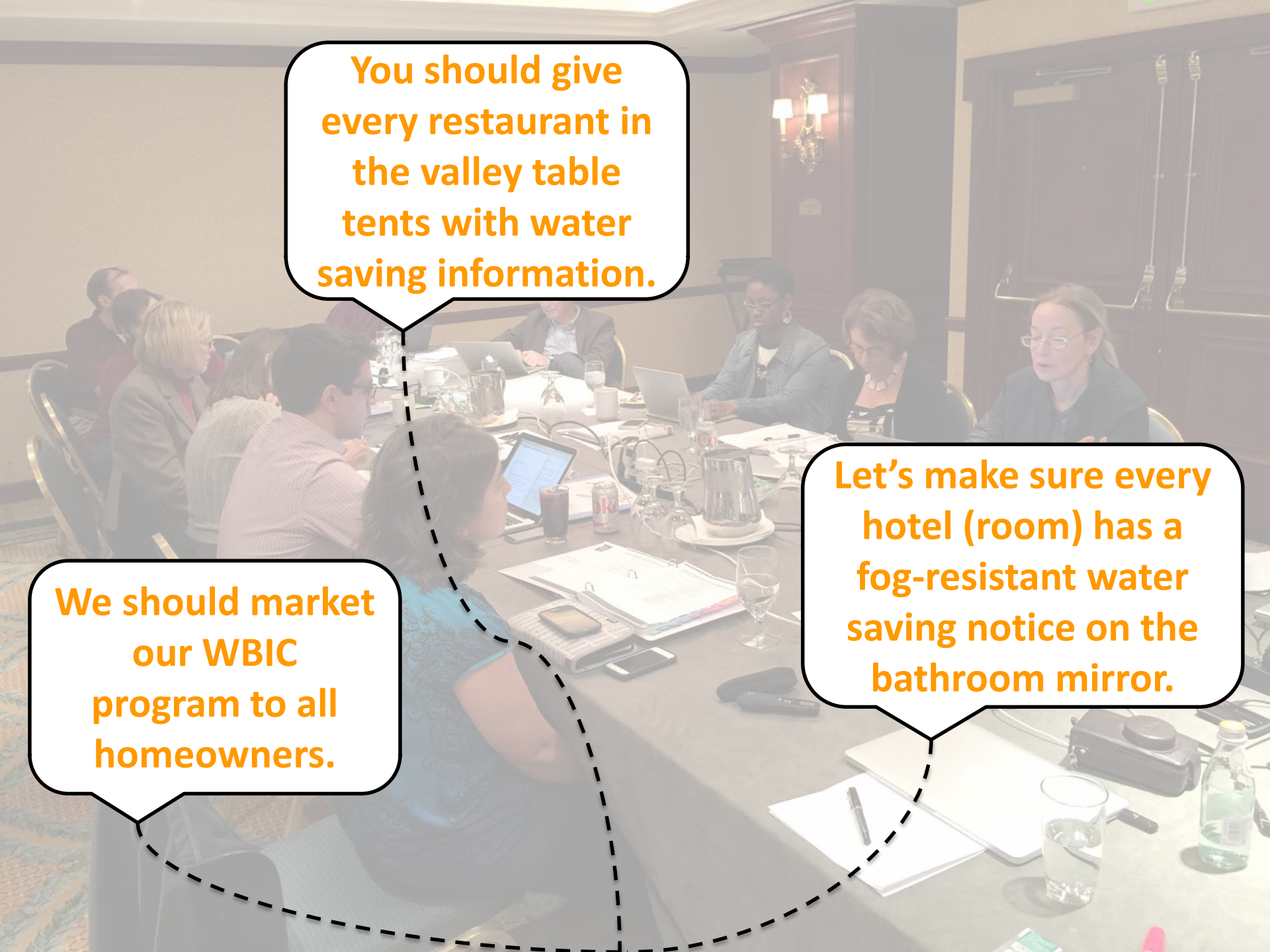
CLWA Outreach Team





S U C C E S S

Because you too can own this face of pure accomplishment



You should give every restaurant in the valley table tents with water saving information.

We should market our WBIC program to all homeowners.

Let's make sure every hotel (room) has a fog-resistant water saving notice on the bathroom mirror.

A group of children are shown from the chest up, all giving a thumbs-up gesture. They are wearing various colored shirts (black, white, brown, grey). In the center, there is a white speech bubble with a black outline containing the text "Good job. Do more!". Two orange starburst graphics are positioned around the speech bubble, one to the left and one to the right. A dashed black line starts from the bottom of the speech bubble and curves towards the bottom right corner of the image.

**Good job.
Do more!**

CLWA Outreach Projects and Tasks

Public Affairs

Speakers Bureau

- Schedule engagements
- Prepare presentations
- Prepare folders
- Speak at engagements
- Build Speaking Network

Blue Ribbon Committee

- Schedule engagements
- Prepare presentations and info folders
- Build alumni
- Add 40 new members

State/Regional/Local Tour

- Assess options and interest
- Assess and secure vendors
- Invite attendees
- Prepare information (as necessary)

Public Events

Community Events

- Schedule event
- Pack/load for events
- Coordinate/develop materials to distribute
- Attend event

Open House Coordination

- Set up / Clean Up
- Assist vendors
- Coordinate transportation

Public Education

School Education

- Teach K-9th Grade
- Teach AP Environmental Science

SCV Gardening Classes

- Prepare for 12 classes
- Attend classes
- Develop 3 new classes

Informational Kiosks x 5

- Stock stands

Develop video content

- Film and edit videos
- Add to website
- Share on social media

Develop Gardener Certification Education Program

- Research existing programs
- Modify classes
- Outreach for classes

Develop Landscape Home tours

- Identify houses
- Contact residents
- Develop marketing materials
- Outreach for tours

Media Education

Media Roundtable

- Schedule date with Management
- Invite media
- Develop fact sheet / press release
- Answer follow up questions

Social Media

Develop content

- Create images/videos to share
- Schedule posts
- Track posts on Social Media calendar in Outlook

Website updates

- Add content and update (as necessary)

Social Marketing Campaigns:

Traditional Media Buy (x 2-3)

Conservation Program Rebates

Drought Outreach

Critical Water Issues (i.e. Value of Water / CA Water Fix)

- Negotiate media buy and manage contracts
- Be point person for vendors
- Pay invoices
- Develop ad content
- Create and review materials
- Reserve ads with vendors
- Maximize contracts by increasing staff time

Outreach Coordination w/ Management

Outreach: media tracking and filing

- Send public outreach memo (monthly)
- Send press releases and commentaries to the media
- Send daily news clippings to Board and staff

Content Development

Print / Writing

- Develop audience
- Write: blogs, press releases, op-eds, commentaries

Visual / Design

- Develop audience
- Create/cultivate photos (i.e. stock photos)

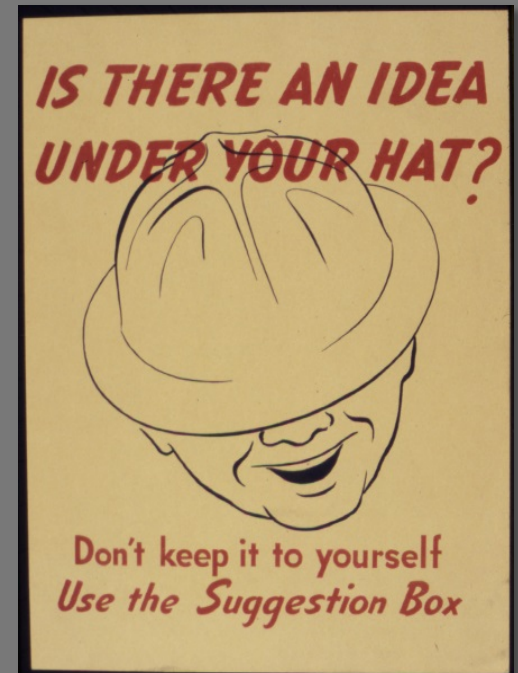
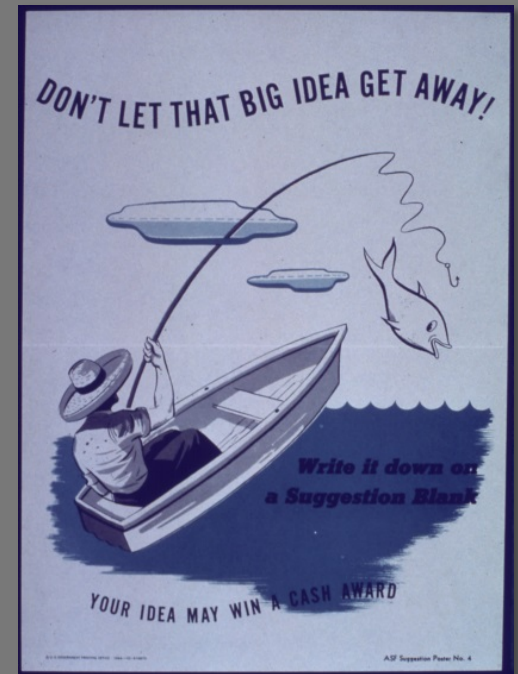
Potential Workload: Project & Tasks + Additional Tasks

Speakers' Bureau					
	Mgmt (x2)	Water Conservation Supervisor	Public Affairs Specialist	Education Specialist	TOTAL
Schedule Engagements	-	50	-	75	125
Prepare Presentations	172	50	50	150	422
Prepare Materials (folders)	-	24	20	100	144
Speak at Engagements	144	72	-	-	216
Build a Speaking Network	-	-	-	40	40
Total Hours (per year)	316	196	70	365	947
Total Soft Costs*					\$78,481.44
Total Hard Costs					\$15,000.00
Total Program Costs					\$93,481.44

* Burdened hourly rate

Solution for Idea Sharing: Quarterly Idea Bank

- Ideas added during the year
- Quarterly actions
 - Staff
 - analyze/prioritize proposed additions
 - provide estimated costs to implement
 - Board
 - consider and approve tasks



Key Takeaways

- Find the right mix of people to be on your team
- Soft (staff) costs count ... and they need to be counted
- Use an idea bank to ...
 - Vet ideas
 - Acknowledge total project costs
 - Prioritize projects



Lindsey's Lessons Learned

Remember ...

- You are one only person and there are only so many hours in a day.
- Take a day off. You'll be more productive if you get a little time away.
- You're doing a good job!





I NEED
A SIX MONTH
VACATION.

TWICE A YEAR.

Questions?
Thank you!

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