

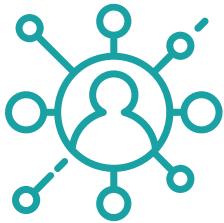


San Geronio Pass Water Agency

PROGRESS REPORT

December 2022 – May 2023

Strategic Communications



Media Outreach



Social Media



Collateral, Events &
Partnerships

Media Outreach

- 3 completed press releases & follow up
- 1 pending press release
- 2 upcoming press releases
- Extra coverage garnered via media relations with Record Gazette

8 press release placements in local, regional and state media outlets

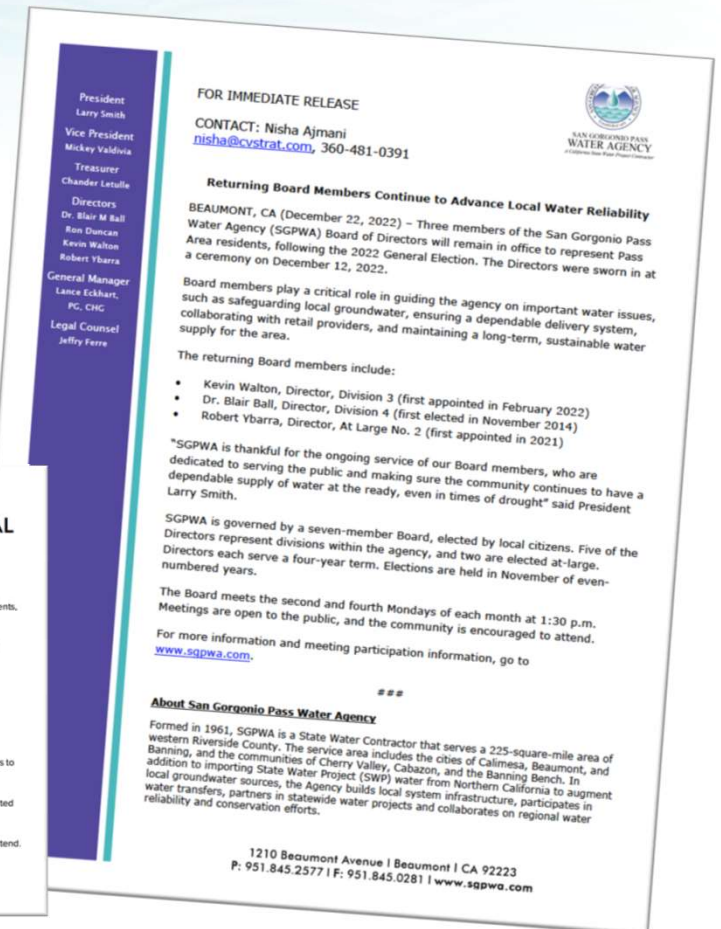
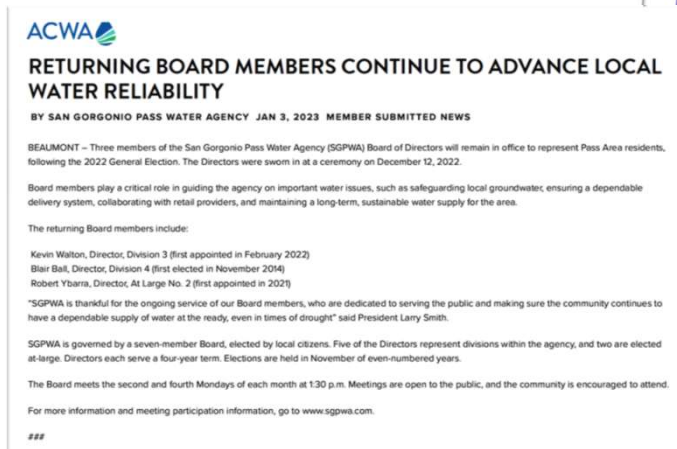
- Water World
- California Water News Daily
- NBC Palm Springs
- Record Gazette
- Banning/Beaumont Patch
- Association of California Water Agencies (ACWA)

FOR IMMEDIATE RELEASE

CONTACT: Nisha Ajmani
nisha@central.com, 360-481-0391

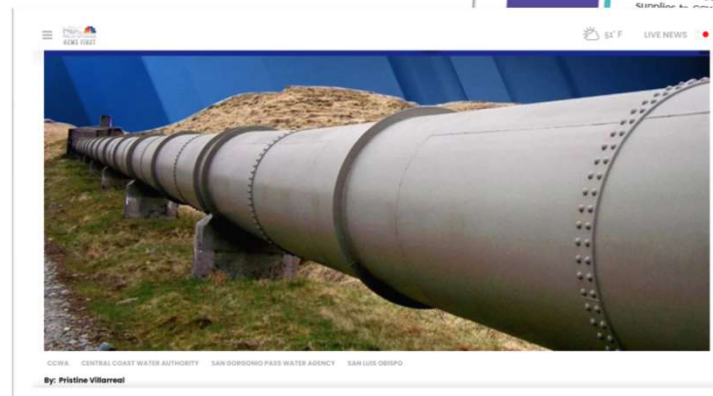
Press Release: Board Elections

- Distributed December 22, 2023
- Media Coverage:
 - ❖ Association of California Water Agencies



Press Release: Central Coast Water Authority Water Transfer

- Distributed January 26, 2023
- Media Coverage:
 - ❖ California Water News Daily
 - ❖ Association of California Water Agencies
 - ❖ NBC Palm Springs



Press Release: Ventura Water Agreement

- Distributed April 26, 2023
- Media Coverage:
 - ❖ Water World
 - ❖ Association of California Water Agencies – Innovation Section
 - ❖ Record Gazette
 - ❖ Patch.com (Banning/Beaumont)



Upcoming Press Releases

- Joint recharge facility (pending grant funding)
- Recharge land purchase
- California Rural Water Association (small water systems support)



FOR IMMEDIATE RELEASE

CONTACT: Nisha Ajmani
nisha@crwa.com, 360-481-0391

Water Sale Collaboration Leads to Increased Local Supplies
... 26, 2023) - In a move to further safeguard the region's ... (CRWA) conducted a water sale ...

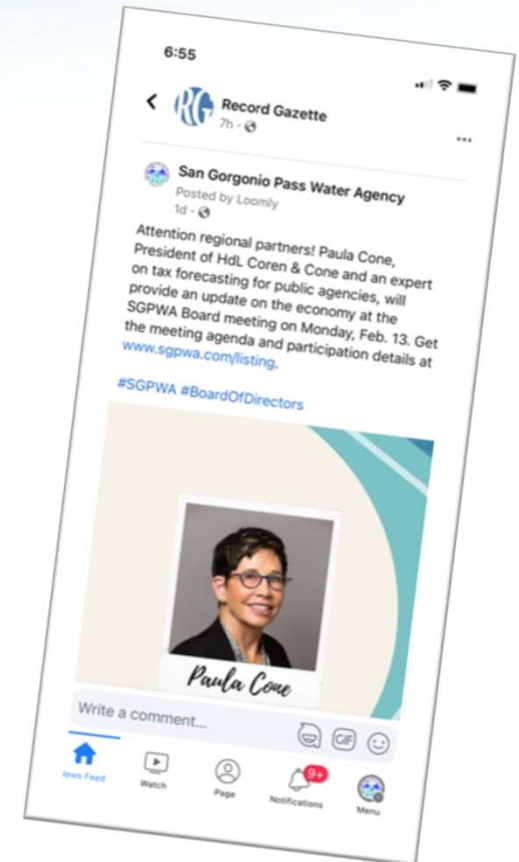
Social Media

- Facebook and LinkedIn
- Planned and in-the-moment social media posts
 - ❖ Monthly schedule
 - ❖ SGPWA updates such as water movement into area
 - ❖ California Department of Water Resources
 - ❖ Sites Reservoir
 - ❖ Other water news
- Sparking conversation, inquiries and networking!
 - ❖ Discussions at ACWA conference
 - ❖ Public and stakeholders reaching out regarding land purchase











Social Media: Facebook

- Facebook followers increased from 89 to 126 since December 2022
- Overall engagement and reach is up
 - ❖ Engaged People December 2022 – 84
 - ❖ Engaged People April 2023 - 1,837
- Gaining attention of stakeholders and media:
 - ❖ Record Gazette share
 - ❖ Facebook page followed by Sites Reservoir

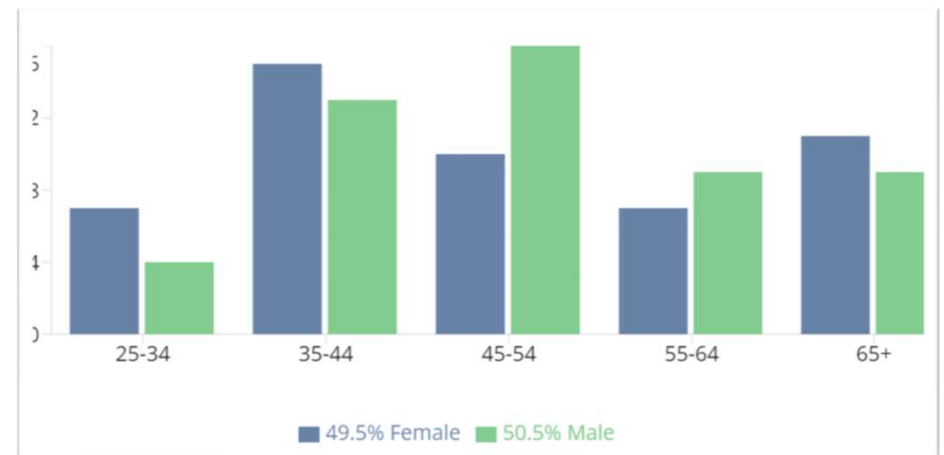


Social Media: Facebook

Analytics over past 28 days:

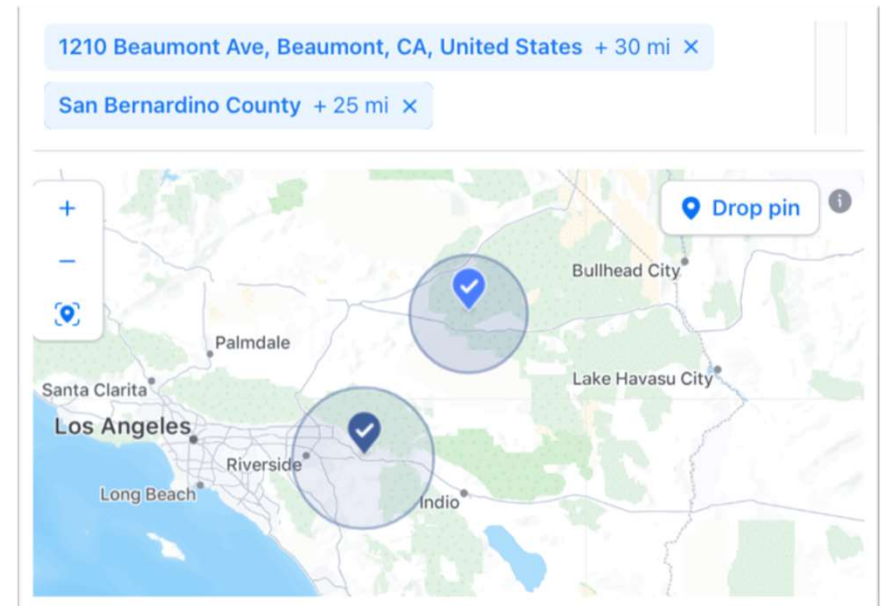
Discovery		
	Post reach	14,937
	Post engagement	1,052
	New Page Followers	5
Interactions		
	Reactions	297
	Comments	9
	Shares	13
	Photo views	3
	Link clicks	19

Audience breakdown:



Social Media: Boosted Posts

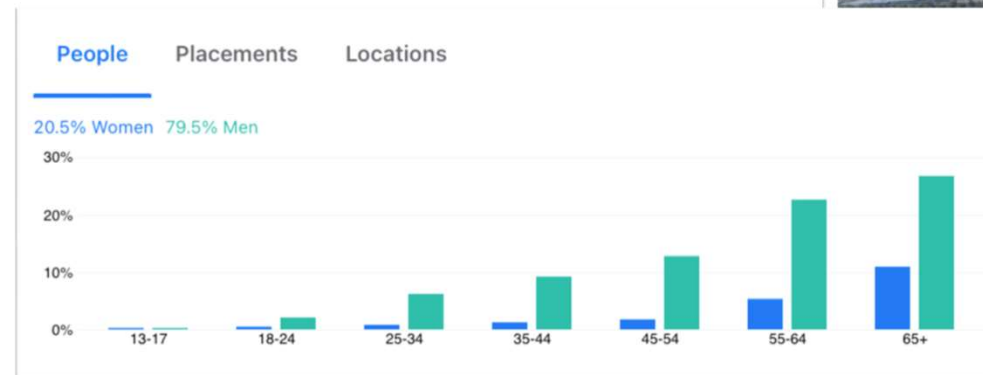
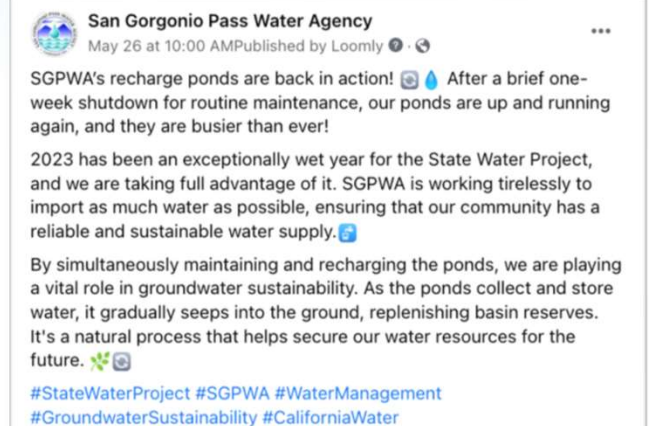
- Boosting posts is significantly increasing reach and engagement on both paid and organic posts
- Targeted by geographic area – more people impacted by SGPWA are seeing the posts
- Posts are encouraging conversation and interaction with stakeholders, partners and the public
- High engagement on posts such as:
 - ❖ Community event posts, such as Fishing Derby
 - ❖ SGPWA updates and news
 - ❖ California water news, such as snowpack
- Budget: \$150 a month, \$25-\$75 per post



Social Media: Boosted Posts

Recharge Ponds Back in Action

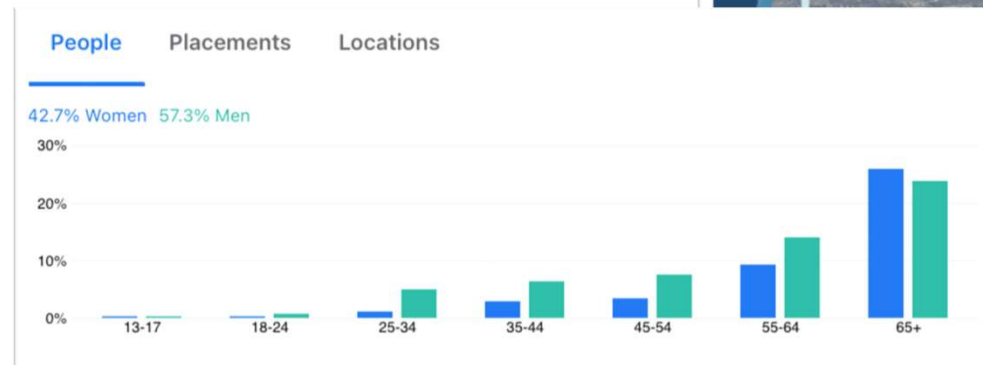
- 8,312 engagements
 - ❖ 44 reactions
 - ❖ 4 shares
 - ❖ 8,272 3-second (or longer) video plays
 - ❖ 2,424 video through plays
- 11,056 people reached in targeted audience



Social Media: Boosted Posts

Ventura Water Deal

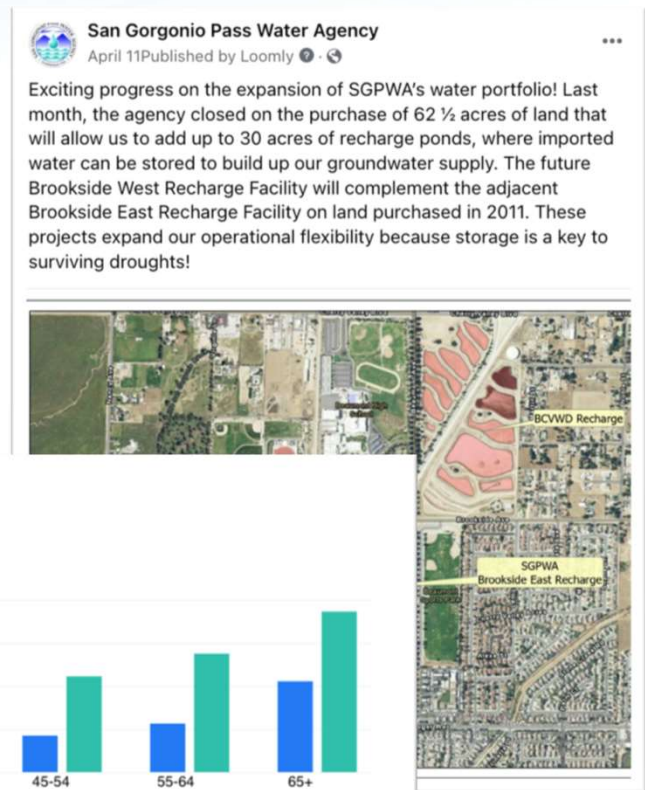
- 2,387 reached in target audience
- 268 post engagements
 - ❖ 210 reactions
 - ❖ 28 link clicks
 - ❖ 16 shares
 - ❖ 10 comments



Social Media: Boosted Posts

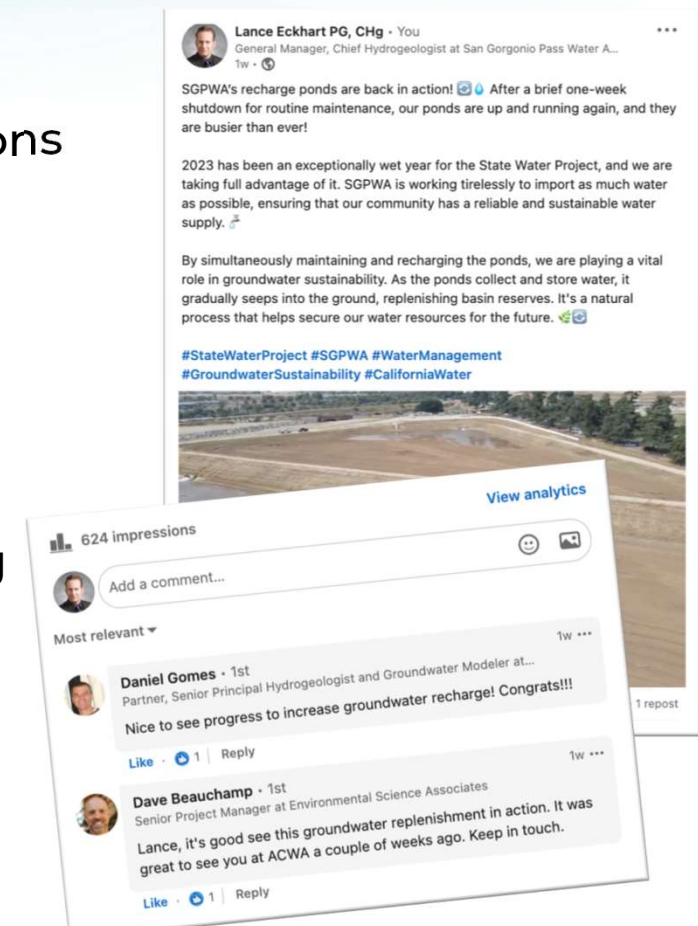
Land Purchase: Brookside West Recharge Facility

- 5,363 reached in target audience
- 449 post engagements
 - ❖ 195 reactions
 - ❖ 21 link clicks
 - ❖ 13 shares
 - ❖ 10 comments



Social Media: LinkedIn

- Gaining industry attention
- Reaching the "right" people, agencies and locations
 - ❖ Other water agencies
 - ❖ Cities
 - ❖ Consultants
 - ❖ State agencies
- 406 followers – up from 101 in January
- Impressions and engagement steadily increasing
- Meaningful comments and networking connections



Social Media: LinkedIn



February 2023 Post

425 impressions

11 post reactions

1 comment

Top Demographics:

Jobs Titles:

Hydrogeologist · 25

President · 10

General Manager · 8

Engineering Geologist · 7

Water Resources Engineer · 6

Locations:

Los Angeles Metropolitan Area · 112

Greater Sacramento · 18

Denver Metropolitan Area · 12

San Francisco Bay Area · 11

Albuquerque-Santa Fe Metropolitan Area · 9

Companies:

INTERA Incorporated · 6

Enthalpy Analytical · 6

California Department of Water Resources · 5

Layne, A Granite Company · 3

Palmdale Water District · 3

Industries:

Environmental Services · 82

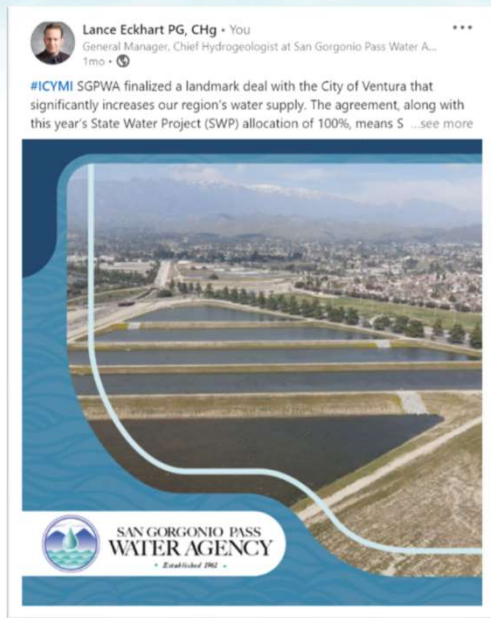
Civil Engineering · 37

Utilities · 35

Government Administration · 22

Construction · 12

Social Media: LinkedIn



May 2023 Post
883 impressions
27 post reactions
2 comments

Top Demographics:

Jobs Titles:

Hydrogeologist · 7.7%

General Manager · 4.1%

President · 3.0%

Geologist · 2.8%

Project Manager · 2.6%

Locations:

Los Angeles Metropolitan Area · 35.2%

Greater Sacramento · 9.4%

San Francisco Bay Area · 5.0%

San Diego Metropolitan Area · 2.4%

Denver Metropolitan Area · 2.2%

Companies:

California Department of Water Resources · 3.0%

INTERA Incorporated · 1.1%

Jacobs · < 1%

GEI Consultants, Inc. · < 1%

Mojave Water Agency · < 1%

Industries:

Environmental Services · 22.3%

Utilities · 15.9%

Civil Engineering · 13.5%

Government Administration · 8.5%

Construction · 4.6%

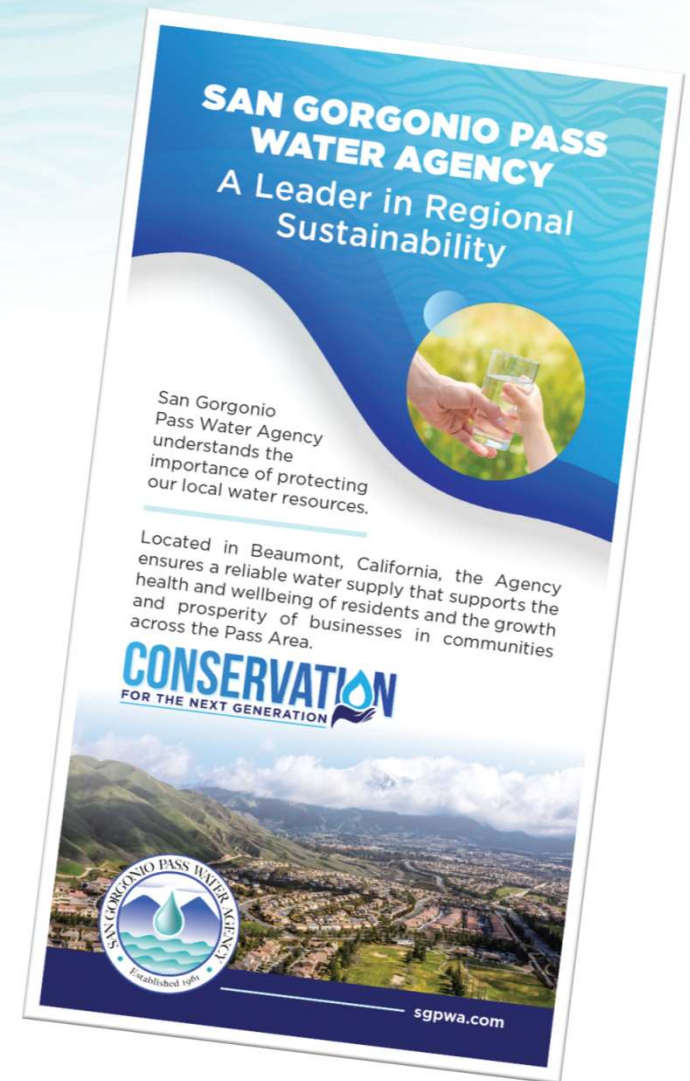
Collateral, Events & Partnerships

Collateral

- Board message decks
- About Us Brochure – English and Spanish

Partnerships

- Leverage local and industry partnerships to promote joint outreach efforts, such as Beaumont-Cherry Valley Water District and ACWA



Collateral, Events & Partnerships

Event Support – Inland Empire Resource Conservation District

- Event guidance
 - ❖ Fishing Derby
 - ❖ Cherry Festival
- Booth audit and improvement
- QR code for posters and collateral
- Giveaways
- Talking points





Thank You!