

San Gorgonio 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

CONTACT: Nisha Ajmani Internet com, 360-481-0391

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)

## **Press Release: Board Elections**

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

#### ACWA

#### RETURNING BOARD MEMBERS CONTINUE TO ADVANCE LOCAL WATER RELIABILITY

BY SAN GORGONIO PASS WATER AGENCY JAN 3, 2023 MEMBER SUBMITTED NEWS

BEAUMONT – Three members of the San Gorgonio Pass Water Agency (SGPWA) Board of Directors will remain in office to represent Pass Area residents following the 2022 General Election. The Directors were swom in at a ceremony on December 12, 2022.

Board members play a critical role in guiding the agency on important water issues, such as safeguarding local groundwater, ensuring a dependa delivery system, collaborating with retail providers, and maintaining a long-term, sustainable water supply for the area.

#### The returning Board members include:

Kevin Walton, Director, Division 3 (first appointed in February 2022)

Blair Ball, Director, Division 4 (first elected in November 2014) Robert Ybarra, Director, At Large No. 2 (first appointed in 2021)

obert Ybarra, Director, At Large No. 2 (first appointed in 2021)

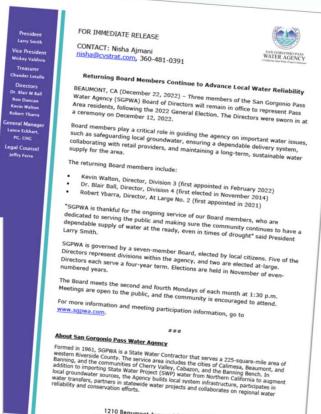
"SGPWA is thankful for the ongoing service of our Board members, who are dedicated to serving the public and making sure the community continues to have a dependable supply of water at the ready, even in times of drought" said President Larry Smith.

SGPWA is governed by a seven-member Board, elected by local citizens. Five of the Directors represent divisions within the agency, and two are elected at-large. Directors each serve a four-year term. Elections are held in November of even-numbered years.

The Board meets the second and fourth Mondays of each month at 1:30 p.m. Meetings are open to the public, and the community is encouraged to attend

For more information and meeting participation information, go to www.sgpwa.com.

222



1210 Beaumont Avenue | Beaumont | CA 92223 P: 951.845.2577 | F: 951.845.0281 | www.sgpwa.com

### **Press Release: Central Coast** Water Authority Water Transfer

= 185.**\*** 

- 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
bisha@costrat.com, 360-481-0391
Water Sale Collaboration Leads to Increased Local Supplies
```

# **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



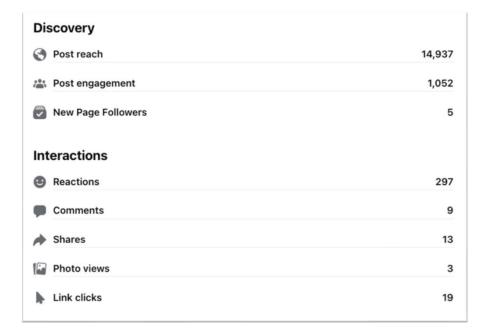
## **Social Media: Facebook**

- 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

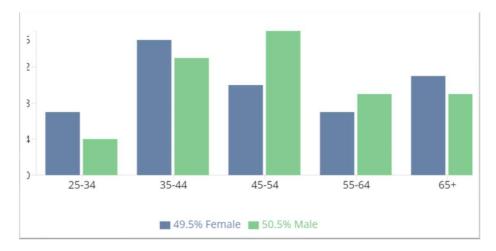


## **Social Media: Facebook**

#### Analytics over past 28 days:

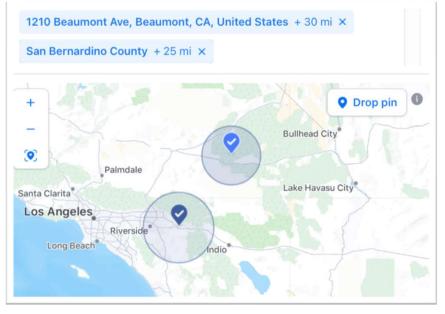


Audience breakdown:



## 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

#### San Gorgonio Pass Water Agency May 26 at 10:00 AMPublished by Loomly @ • 😚

SGPWA's recharge ponds are back in action! (a) After a brief oneweek shutdown for routine maintenance, our ponds are up and running again, and they are busier than ever!

2023 has been an exceptionally wet year for the State Water Project, and we are taking full advantage of it. SGPWA is working tirelessly to import as much water as possible, ensuring that our community has a reliable and sustainable water supply.

By simultaneously maintaining and recharging the ponds, we are playing a vital role in groundwater sustainability. As the ponds collect and store water, it gradually seeps into the ground, replenishing basin reserves. It's a natural process that helps secure our water resources for the future.

#StateWaterProject #SGPWA #WaterManagement #GroundwaterSustainability #CaliforniaWater





# **Social Media: Boosted Posts** Ventura Water Deal

- 2,387 reached in target audience
- 268 post engagements

  - 16 shares
  - 10 comments





San Gorgonio Pass Water Agency May 3Published by Loomly @ . 🕤

...

#ICYMI SGPWA finalized a landmark deal with the City of Ventura that significantly increases our region's water supply. The agreement, along with this year's State Water Project (SWP) allocation of 100%, means SGPWA will receive 27,300 acre-feet of SWP water in 2023! This is a huge benefit to local water providers and residents, and a welcome relief from drought.

Read the details in the Associations of California Water Agencies' (ACWA) member innovation news: http://acwa.com/.../landmark-dealsecures-additional....

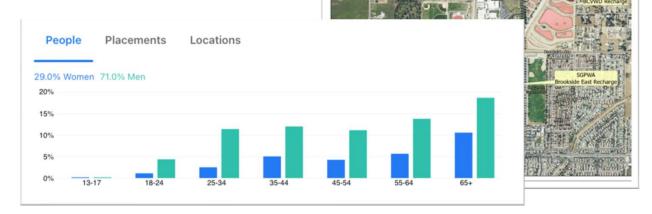
#SGPWA #StateWaterProject #WaterSupply



### 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



#### San Gorgonio Pass Water Agency April 11Published by Loomly O · 😚

Exciting progress on the expansion of SGPWA's water portfolio! Last month, the agency closed on the purchase of 62 ½ acres of land that will allow us to add up to 30 acres of recharge ponds, where imported water can be stored to build up our groundwater supply. The future Brookside West Recharge Facility will complement the adjacent Brookside East Recharge Facility on land purchased in 2011. These projects expand our operational flexibility because storage is a key to surviving droughts!

# 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



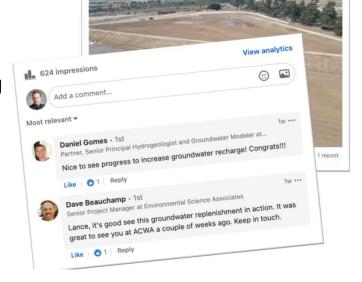
SGPWA's recharge ponds are back in action! 🔁 🕢 After a brief one-week shutdown for routine maintenance, our ponds are up and running again, and they are busier than ever!

...

2023 has been an exceptionally wet year for the State Water Project, and we are taking full advantage of it. SGPWA is working tirelessly to import as much water as possible, ensuring that our community has a reliable and sustainable water supply.  $\frac{\beta}{2}$ 

By simultaneously maintaining and recharging the ponds, we are playing a vital role in groundwater sustainability. As the ponds collect and store water, it gradually seeps into the ground, replenishing basin reserves. It's a natural process that helps secure our water resources for the future. Collect

#### #StateWaterProject #SGPWA #WaterManagement #GroundwaterSustainability #CaliforniaWater



## **Social Media: LinkedIn**



Lance Eckhart PG, CHg · You ... General Manager, Chief Hydrogeologist at San Gorg ... 2w · 🕥

SGPWA is proud to be one of 30 agencies participating in the Sites Reservoir project, which was recently awarded \$80 million in funding by the Bureau of Reclamation via ... see more



Sites Reservoir awarded \$80 million in federal funds

1 comment

Con Tony Morgan and 10 others

#### 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

#### 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

#### Locations:

Los Angeles Metropolitan Area · 112

Greater Sacramento - 18

Denver Metropolitan Area · 12

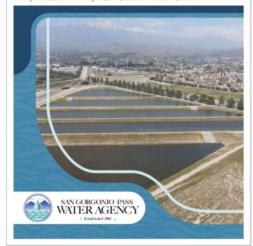
San Francisco Bay Area . 11

Albuquerque-Santa Fe Metropolitan Area - 9

## Social Media: LinkedIn



#ICYMI SGPWA finalized a landmark deal with the City of Ventura that significantly increases our region's water supply. The agreement, along with this year's State Water Project (SWP) allocation of 100%, means S ...see more



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%

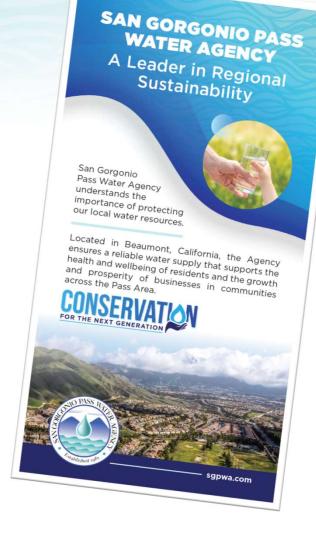
## **Collateral, Events** & Partnerships

### 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!**