



STAFF REPORT

Meeting Type: Communications & Water Efficiency Committee/Board of Directors
Title: Water Efficiency Outreach Activities Update
From: Adriane Mertens, Communications & Public Affairs Manager *am*
Through: Ben Horenstein, General Manager *BH*
Meeting Date: May 15, 2024

TYPE OF ACTION: Action X Information Review and Refer

RECOMMENDATION: Receive a staff update on recent, current and planned outreach activities to promote the District's water efficiency programs and services to customers

SUMMARY: Staff will provide a presentation to update the Board on recent and planned communications activities in support of the District's Water Use Efficiency Programs and Incentives, including print and digital targeted outreach strategies.

DISCUSSION: Staff continues outreach efforts to connect customers to the District's water use efficiency programs and resources that are available to help them use water more efficiently in their households and businesses.

Staff will provide a brief update on communications and outreach activities to promote water use efficiency programs, including the outcomes of recent campaigns, an overview of analytics and performance results from digital outreach platforms and an update on the District's plans for summer outreach activities, including participation in several community events.

ENVIRONMENTAL REVIEW: Not applicable.

FISCAL IMPACT: None.

ATTACHMENT(S): None.