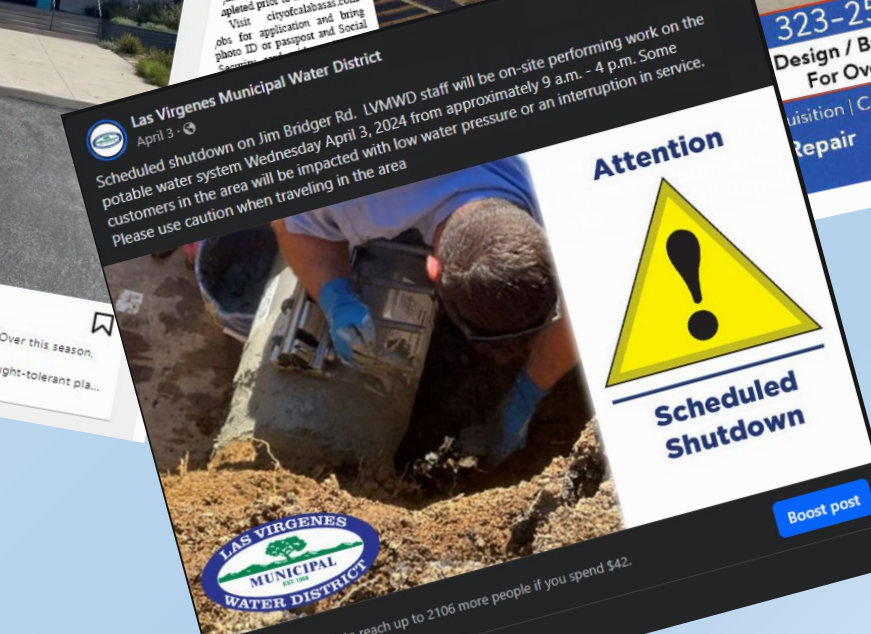
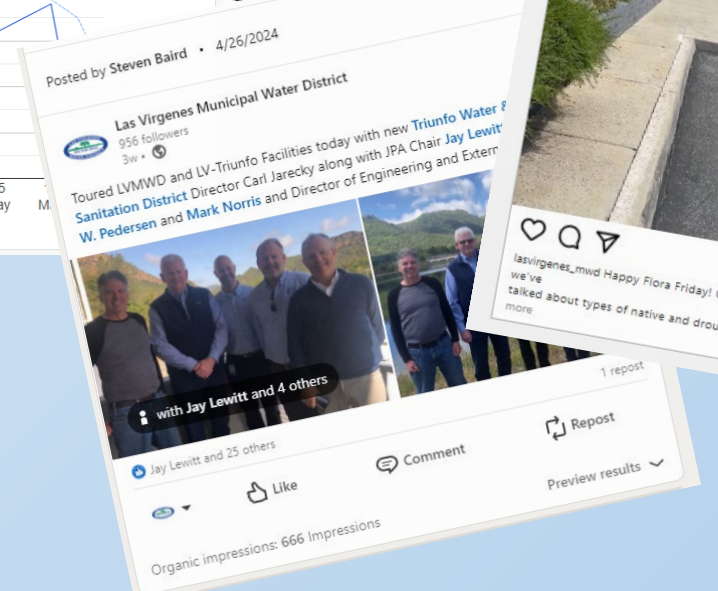
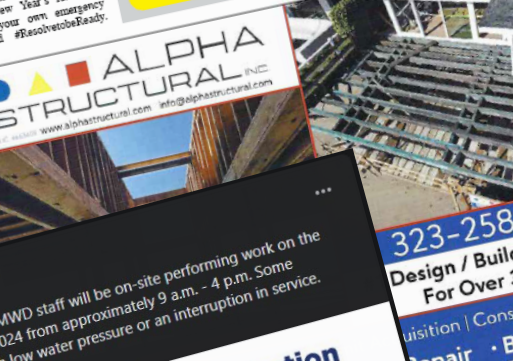
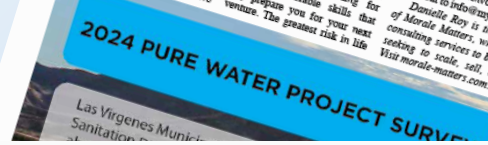
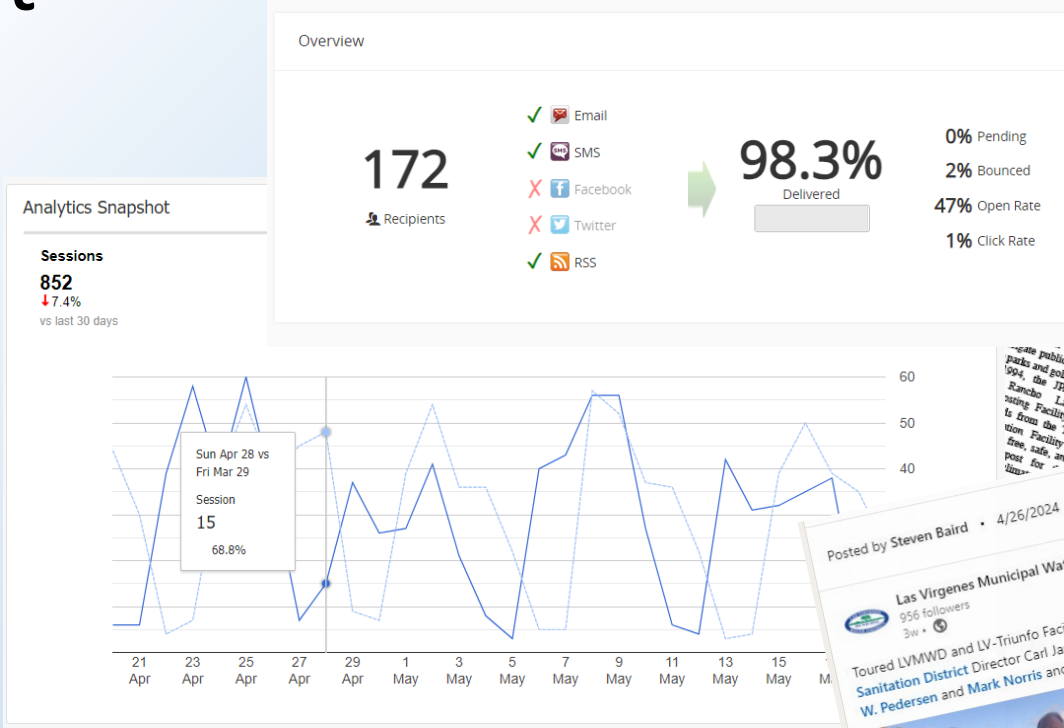


When they see it, they believe it.



Sharing what we do, and how we do it is always persuasive.

Pushing Information Out



Across multiple channels, we get our info out and in front of our customers.

Out in the Community

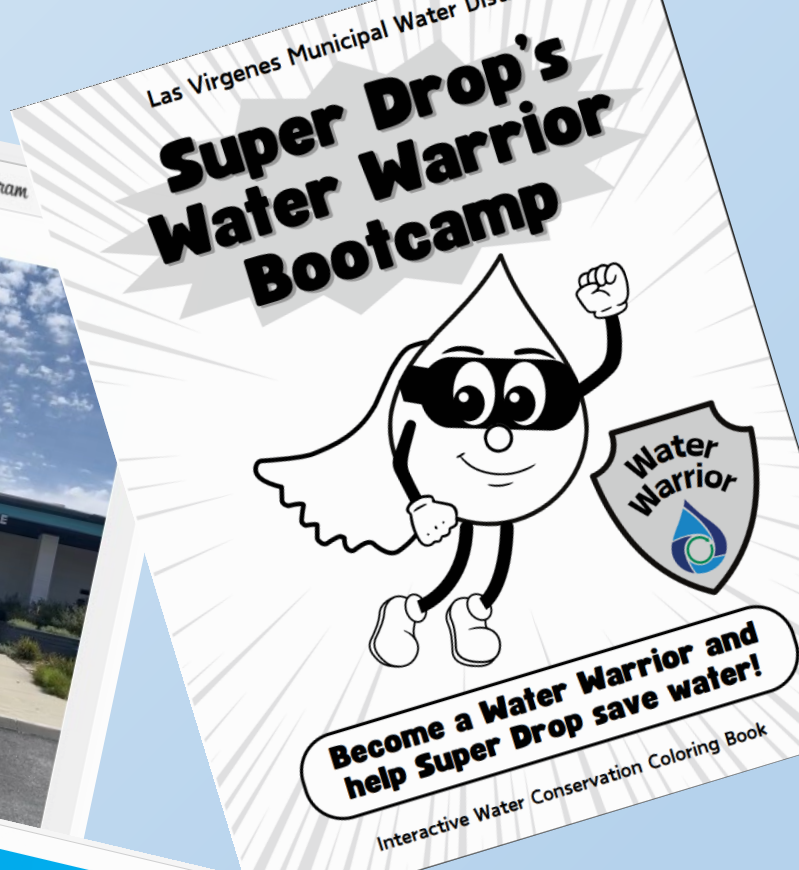
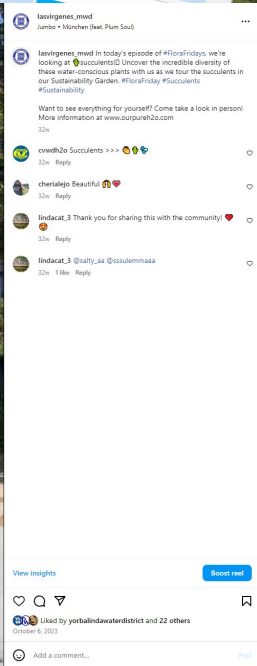


Hosting and participating in community events lets us meet face to face with those we serve.

An Invaluable Contribution



The internship program has been an integral part of our success.



Answer the Call

Las Virgenes Municipal Water District's (LVMWD) resource conservation team is thrilled to have completed the first Water Appreciation Program for water savers and sustainable landscapers. In honor of a portion of those customers who have gone above and beyond to conserve water in their homes, or just be more water efficient inside and outside of their homes," said the manager.

From July to September, customers had the chance to win in two categories: The Greenovation Landscape Transformation Award and the Greenovation Water Conservation Award. Winners were recognized for their exceptional water-saving efforts and staying under their budget. District staff presented winners with advanced water meters.

Recognized for transforming their water-conscious principles, the winners in this category were awarded the Turf Replacement Award for a square foot up to 5,000.



Quick Hits

Recent Accomplishments:

- Completed 3rd Annual LVUSD Succulent Planting Program
- Completed 9 tours to elected officials and stakeholders
- Participated in Earth Day events at Pepperdine, Westlake Village and Calabasas
- Hosted local elected officials and MWD staff for Pure Water Demo Facility Tours
- Began our presentations on the current state of water to our city partners
- Created positive press for the District in the Acorn, LV Enterprise, Calabasas Style and WaterWorld Magazine

Upcoming Activities:

- Pure Water Orientation Video (short version) – By early June
- Developing strategic outreach plan for upcoming rate study and rate adoption next year – By mid June
- Updating the Pure Water Project Outreach Plan for presentation to the JPA in July – By July 1st
- Developing new Podcast Series – Full Circle Podcast Season 2 Episode 1 release in July
- Starting production on a sequel Pure Water Project video starting this summer – Early Fall 2024
- Medical Association Endorsements – Early Fall
- Virtual Tour of facilities – By End of Year
- Quarterly Tours were pushed back due to road closures, TAPIA water inundation but will resume July 2024

A brief list of what we've accomplished and where our next successes lie.



Public Affairs Accomplishments and Activities for 2024

Date	Impressions	Reach	Engagement Rate (per Impression)	Engagements	Reactions	Likes	Comments	Shares	Saves	Post Clicks (All)	Video Views	Total Posts
1/1 - 5/15/24	51151	13225	10.2478	5221	1994	1980	61	206	16	2944	6685	297
8/15 - 12/31/23	18,433	13125	5.2	956	666	658	29	216	14	31	7961	248

LVMWD Website Metrics – taken from Google Analytics

	Page title and screen name	+	Views	↓ Users	Views per user	Average engagement time	Event count All events
			0	1,934 100% of total	0.00	13s Avg 0%	15,244 100% of total
1	Salary Schedules Las Virgenes Municipal Water District		0	251	0.00	10s	1,413
2	Account Log In Las Virgenes Municipal Water District		0	237	0.00	13s	3,259
3	Employee Benefits and Memorandums of Understanding Las Virgenes Municipal Water District		0	150	0.00	3s	745
4	The District Las Virgenes Municipal Water District		0	138	0.00	3s	455
5	Board Meetings Agendas & Minutes Las Virgenes Municipal Water District		0	122	0.00	17s	868
6	Adopted Budget and Annual Financial Report Las Virgenes Municipal Water District		0	85	0.00	6s	415
7	Design Standards Las Virgenes Municipal Water District		0	80	0.00	11s	419
8	Human Resources Las Virgenes Municipal Water District		0	69	0.00	24s	276
9	JPA Meeting Agendas & Minutes Las Virgenes Municipal Water District		0	64	0.00	13s	333
10	LVMWD Employee Portal Las Virgenes Municipal Water District		0	64	0.00	7s	407

E-Blasts:

E-blasts – 7

- 26,529 recipients
- 51.56% open rate

GovDelivery launch – In Progress

- Expected launch in June/July for WQR outreach

Advertisements:

Acorn:

- January – 1
- February – 3
- March – 1
- April – 1
- May – 1

LV Enterprise:

- January – 1
- February – 3
- March – 0
- April – 1
- May – 1

Daily News

- January – 2 (1 print and 1 digital)
- February – 1
- March – 1
- April – 0
- May – 0

CLVFF

- February – 1

Malibu Times

- March – 1

Education & Outreach:

Tours

- **PWDF Tours – 25 total**
 - 521 visitors
- **Tapia Tours – 3 total**
 - 73 visitors
 - Limited due to weather challenges & road closures
 - Bulk of Tapia tours occur in the fall

VIP Tours

- Agoura Hills City Council Member Deborah Klein Lopez – 1/4/24
- Delegation of Israeli Companies – 2/5/24
- MWD/Calleguas PFA Pure Water Project Tour – 2/7/24
- Staff from the California Department of Water Resources – 3/19/24
- Delegation from Water Services Association Australia – 3/22/24
- Former California State Controller Betty Yee – 3/22/24
- Government & Regional Affairs Representative for Metropolitan Water District of Southern California Nichol Richardson – 3/25/24
- Los Angeles County Medical Association – 4/24/24
- Burbank Water and Power Legislative Analyst Jason Maruca – 5/11/24

Community Events

- 3/5/24 – International Women’s Day
- 3/7/24 – Woolsey Fire Documentary Screening
- 3/25/24 – Ventura County Medical Association Meet and Greet sponsorship
- 4/9 Pepperdine Earth Day
- 4/13 Great Race Agoura

- 4/13 Calabasas Earth Day
- 4/20 Westlake Village Earth Day

UPCOMING

- 6/1 Lost Hills Sheriff's Station Open House
- 6/2 Westlake Love Run Event
- 6/8 Supervisor Lindsey P. Horvath's Be Prepared Community Event
- 6/29 Pure Water Fair – "Pure Pizza"

School Outreach (+ program length)

- **Tours (PWDF + Tapia)**
 - 310 students
- **LVUSD Succulent Program – 3 years**
 - 652 student participants
 - Provided succulent planting and sustainable garden lessons to all LVUSD 2nd graders
- **Shows That Teach – 4 years**
 - Educational & immersive water-centric assemblies for elementary students
 - 2,257 students reached
- **Poster Contest – 30+ years**
 - Received hundreds of posters from LVUSD schools
 - Board judging TBD

Articles:

- Calabasas Style Magazine "People To Watch" Ivo Nkwenji – 1.15.24
- "State opens door for more potable water reuse" – The Acorn – 1.25.24
- Calabasas Style Magazine "Men of Distinction" Cason Gilmer – 3.15.24
- The Current Flow (Spring Edition) – 4.15.24
- Letter to Editor – Explaining Those Water Bills – The Acorn – 5.3.24
- WaterWorld Magazine Article – "Water is the Foundation of Life: Using Indirect and Direct Potable Reuse to Address Water Scarcity" – 5.13.24
- Calabasas Style Magazine "Women in Business" Jessica Cortez – 5.15.24
- Submitted an application for a 40 Under 40 Recognition for Derek Krauss – LVMWD Customer Service Supervisor (Awarded)

News Releases:

- JPA Appoints New Chair and Vice Chair – 2.7.24
- International Women’s Day Event Featuring L.A. County Board of Supervisors Chair Lindsey P. Horvath – 3.4.24
- JPA Awards \$21.4 Million Design-Build Contract for Pure Water Project – 3.5.24
- LVMWD Premieres Woolsey Fire Retrospective Documentary Film – 3.12.24
- Pure Water Project Las Virgenes – Triunfo Receives \$42.5 Million from MWD – 4.16.24

Community Presentations:

- North Santa Monica Bay Watershed Area Steering Committee – 2.8.24 – OceanWell
- City of Westlake Village - 04/24/24, 6:30 p.m. - Mike and Director Polan
- City of Calabasas - 05/22/24, 7 p.m. - Mike, Director Coradeschi, Director Burns
- City of Hidden Hills - 06/10/24, 5:30 p.m. - Mike and Director Caspary
- City of Agoura Hills - 06/26/24, 6 p.m. - Mike and Director Coradeschi (Possibly President Lewitt if available)

Interviews:

- 1.5.24 - Toilet to tap? Central and South Coast water suppliers now have state approval to use the technology – KCLU
- 1.20.24 - Water main break causes landslide in Calabasas – NBC
- 1.20.24 - Calabasas mudslide leaves street impassable after water pipe bursts – ABC
- 2.7.24 - LA County captured enough rainfall this week to provide water to 65,600 residents for a year – CNN

Internship/Mentorship:

- Two interns since beginning of 2024
- Both have accepted positions to begin their career
- One in public relations and the other with the Surfrider Foundation

Industry Involvement:

- Riki Clark
 - ACWA Water Quality Committee
 - California Environmental Education Foundation (CEEF) Board Director
 - Facilitated Teacher Institute
 - Professional learning program providing water + energy focused curriculum and activities to 36 participating teachers from throughout the state
 - Found and on-boarded a new director
 - Other agencies that sponsor & participate:
 - LADWP, MWD, Valley Water, Water Replenishment District (WRD)
- Steven Baird
 - ACWA Communications Committee
 - Water Use Efficiency Subcommittee
 - Awards and Scholarship Subcommittee
 - CAPIO
 - Board of Directors, Vice-President of Awards
 - Master of Ceremony for Award Presentation at CAPIO Conference 5/16/24
- Mike McNutt
 - CASA Communications Committee Chair
 - Chair of the Board for the Calabasas Chamber of Commerce

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