



RINCON STRATEGIES

CASE STUDY

Public Affairs Consulting

Casitas Municipal Water District



CASITAS MWD LAUNCHED A CAMPAIGN TO ENGAGE THE PUBLIC

- The Casitas Municipal Water District in California has been **facing severe drought for years.**
- **Low lake levels** have caused public concern about water security, despite also having groundwater sources and new projects in the works to enhance supply.
- **Casitas hired Rincon to launch a campaign to educate key stakeholders and the public** about water security in the Ojai Valley and the rest of the District.

FOCUSED ON YOUR OBJECTIVES: OUR STRATEGIC APPROACH

LISTEN- Utilized listening tools and existing relationships to understand the landscape

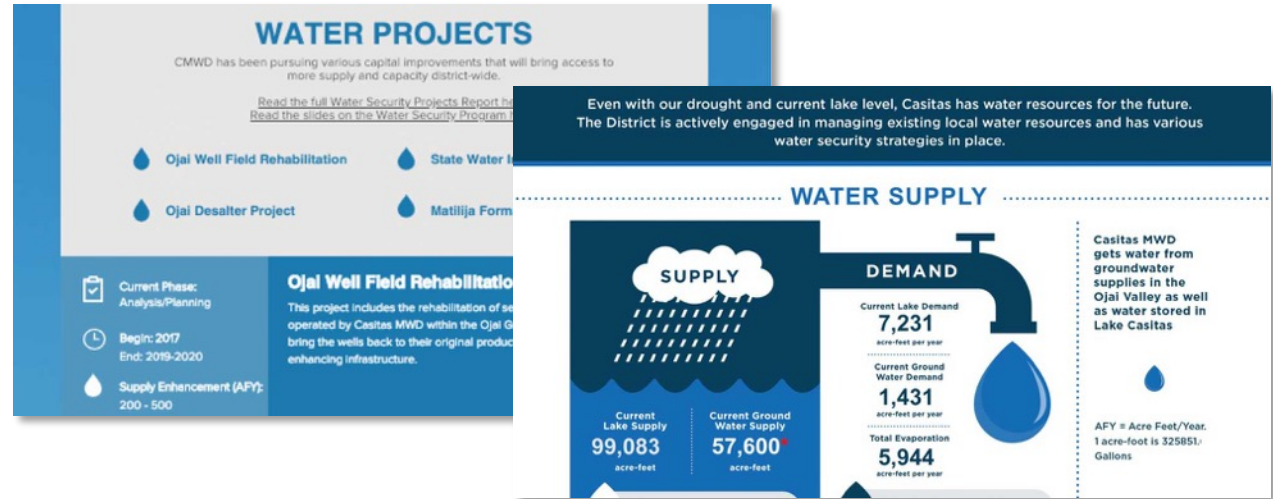
ANALYZE- Assed potential opportunities and obstacles based on complete research

STRATEGIZE- Crafted a strategy to position the District and chart a clear path

ENGAGE- Launched our digital campaign towards targeted audiences

RECALIBRATE- Tracked measurable results against goals and adjusted quickly to optimize outcomes





ACTION: WATER SECURITY WEBSITE DEVELOPMENT

- Our Design Team created the campaign-specific Casitas water security website to best deliver information about water security projects that would enhance supplies. **The site is updated with demand and supply numbers 2-3 times per month.**

ACTION: SOCIAL MEDIA CAMPAIGN

- Rincon developed and implemented a social media campaign to drive traffic to the Water Security website.
- This campaign included video, graphics and photos geared to sharing the message with customers online.
- Video content was often shared by community members directly and without paying to boost content, **we saw consistent reach of 6500-8000 views per post** (geared specifically toward a community of just under 20,000 people and 90,000 customers in CMWD).
- The District has also seen a decrease in negative comments on social media since the campaign was launched.





ACTION: PUBLIC TOURS OF DISTRICT FACILITIES

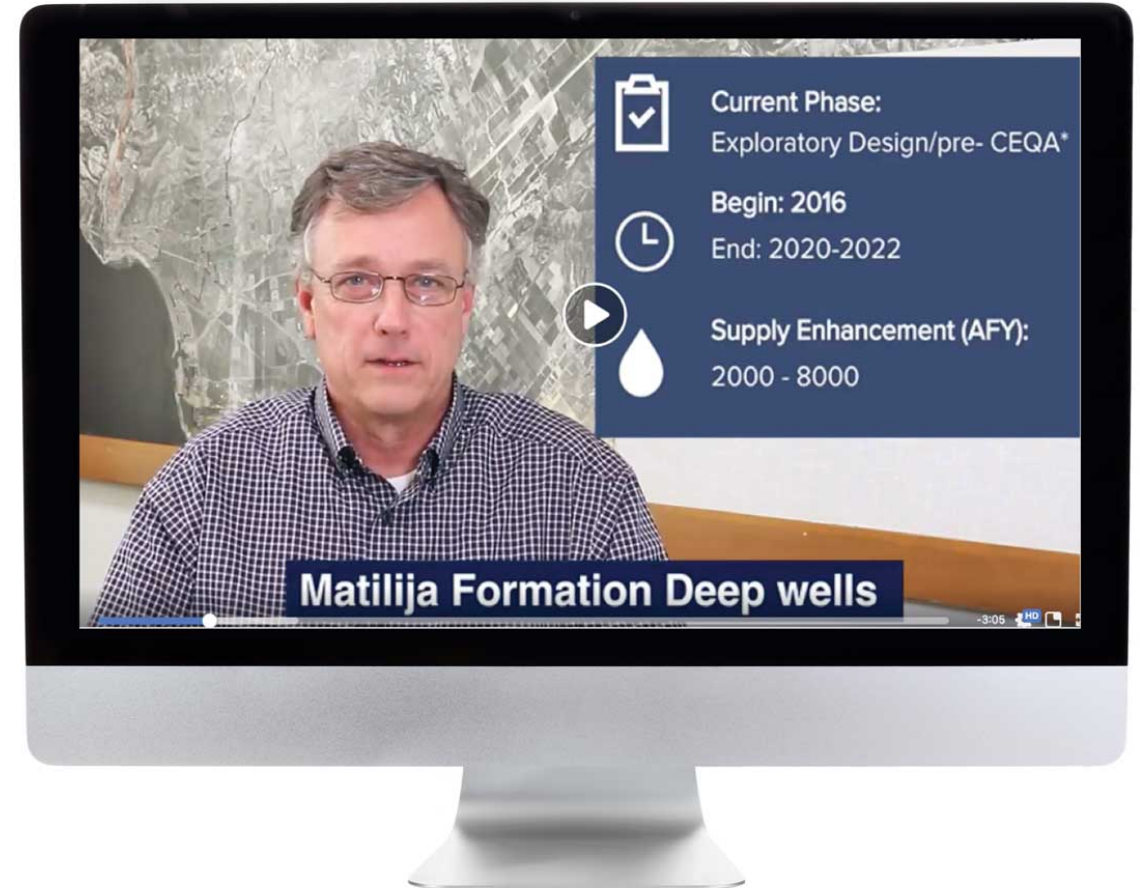
- Rincon recommended and assisted with **several public tours** that highlighted the District's water security projects that would enhance supply and told the story beyond the Lake- river diversion, groundwater wells, and more. Each stop offered an opportunity to share projects with VIP stakeholders and the public.

ACTION: INFORMATIONAL VIDEO CAMPAIGN

- Rincon recommended, scripted, filmed, and produced several explainer videos and video updates to keep users informed about the state of the Lake and water security projects.

Our video production team produced several short informational videos that successfully addressed requests from customers for more information about the operation and management of the District facilities.

In total, we have produced 10 video updates that vary from a 4-minute explainer video on diverting water to 30 second updates on the status of winter storm diversions into the Lake Casitas.





ACTION: COMMUNITY STAKEHOLDER MEETINGS

- Casitas hosted an Agriculture Stakeholders Workshop to engage the largest user base (by volume) as the District considered additional drought restrictions. **This meeting was attended by over 100 community members.**

The discussion represented a proactive approach to working with stakeholders and provided valuable information to the Board about this important group.



WANT TO LEARN MORE? **LET'S TALK** |

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